



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Florida Citrus Commission (Florida Citrus Products)		Benton & Bowles
	General Foods Corp. (Log Cabin Syrup, Minute Rice, Dream Whip, Baker's Coconut)		Benton & Bowles
	General Mills, Inc. (Flour, Mixes, Cereals, Sponges)		Dancer-Fitzgerald-Sample
	General Motors Corp. (Chevrolet Division) (Chevrolet Automobiles)		Campbell-Ewald Co.
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Hoover Co. (Vacuum Cleaners, Floor Polishers, Irons)		Leo Burnett Co.
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	Lever Brothers Co. (Rinso, Lux Liquid, Good Luck Margarine)		J. Walter Thompson
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Nestle Co. Inc. (Ever Ready Cocoa, Quik, Morsels, Chocolate Products, Nestle's Instant Coffee, Nestea)		McCann-Erickson
	Pittsburgh Plate Glass Co. (Paint Division) (Paints)		Maxon, Inc.
	S.O.S. Co. (Scouring Pads)		McCann-Erickson
	A. E. Staley Co. (Sta-Flo Liquid Laundry Starch, Sweetose Table Syrup, Sta-Puf)		Erwin Wasey, Ruthrauff & Ryan
	Sunshine Biscuits, Inc. (Biscuits, Crackers)		Cunningham & Walsh
	Swift & Co. (All Meat & Poultry Products)		McCann-Erickson
	Swift & Co. (All Meat & Poultry Products, Pard, Vigoro)		J. Walter Thompson
	The Toni Co. (Toni Home Permanent Wave, Hair-Care Products, Cleansing Creams, Shampoo, Lipstick)		North Advertising
	Vick Chemical Co. (Cold Remedies)		Morse International
	Yardley & Co. Ltd. (English Lavender Soap, Bath Oil, Dusting Powder)		N. W. Ayer & Son
Mr. Adams and Eve	Colgate-Palmolive Co. (Lustre-Creme Shampoo, Spray Net, Ajax)	CBS-TV	Lennen & Newell, Inc.
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		William Esty Co.



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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Munsel, Patrice, Show	Buick Motors Div. Frigidaire Div. (Gen. Motors Corp.) (Buick Automobiles & Trucks, Frigidaire- Refrigerators, Ranges, Food Freezers, Dish Washers, Room Air Conditioners, Washers, Dryers, Combination Washers & Dryers)	ABC-TV	Kudner Agency
My Favorite Husband	American Tobacco Co. (Lucky Strike Cigarettes, Hit Parade Cigarettes)	CBS-TV	BBDO
My Friend Flicka	Colgate-Palmolive Co. (Colgate Dental Cream, Veto, Ajax, Palmolive Soap)	CBS-TV	Lennen & Newell
N			
NBC Matinee Theater	Chesebrough-Ponds Kraft Foods Procter & Gamble	NBC-TV	J. Walter Thompson J. Walter Thompson Benton & Bowles
Name That Tune	American Home Products Corp. (Anacin, Freezone)	CBS-TV	Ted Bates Co.
Navy Log	Kellogg Company (Cereals, Dog Food) Whitehall Pharmacal Co. (Anacin) National Carbon Co. (Div. Union Carbide Corp.) (Prestone Anti-Freeze, Eveready Batteries) American Tobacco Co. (Pall Mall Cigarettes) U. S. Rubber Co. (Tires, Keds Shoes, Foam Rubber Mattresses, Raincoats, Rubber Boots, Golf Balls, Kaylon for Mattresses, Garden Hose, Bug Sprays, Fertilizers, Trylock) Bulova Watch Co. (Watches, Clocks, Radios, Electric Shavers)	CBS-TV ABC-TV	Leo Burnett Co. Ted Bates Co. William Esty Co. Sullivan, Stauffer, Colwell & Bayles Fletcher D. Richards, Inc. McCann-Erickson
O			
Oh! Susanna	Nestle Co. Inc. (Nescafe) Helene Curtis Industries (Suave, Kingsmen Toiletries)	CBS-TV	Bryan Houston, Inc. Edward H. Weiss Co.
Omnibus	Aluminum Limited Sales Inc. (Aluminum Products) Union Carbide Corp. Aluminum Ltd., Inc. (Aluminum Products & uses) Union Carbide & Carbon Corp. (Anti-freeze, Flash- lights, Batteries, Insect Repellents, Agricultural Chemicals)	NBC-TV ABC-TV	J. Walter Thompson J. M. Mathes, Inc. J. Walter Thompson J. M. Mathes, Inc.



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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
O.S.S.	The Mennen Co. (Men's & Women's Toiletries, Baby Products)	ABC-TV	McCann-Erickson
	Bulova Watch Co. (Watches, Clocks, Radios, Electric Shavers)		McCann-Erickson
Our Miss Brooks	Best Foods, Inc. (Hellmann's Mayonnaise, Nucoa)	CBS-TV	Dancer-Fitzgerald-Sample
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	Nestle Co. Inc. (Quik, Nestea)		McCann-Erickson
Ozark Jubilee (Country Music Jubilee)	American Chicle (Dentyne, Beemans & Clove Chewing Gum, Roloids & Chicklets)	ABC-TV	Ted Bates Co.
Ozzie & Harriet (Adventures of)	Eastman Kodak Co. (Still and Motion Picture Films, Cameras and Projectors; Articles, Equipment & Accessories)	ABC-TV	J. Walter Thompson

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Pantomime Quiz	American Oil Co. (Amoco-Gas, Super Permalube Motor Oil) (East)	CBS-TV	The Joseph Katz Co.
	Hamm Brewing Co. (Beer) (Midwest)		Campbell-Mithun, Inc.
	Time, Inc. (Life Magazine) (Coast to Coast)		Young & Rubicam
People Are Funny	R. J. Reynolds Tobacco Co. (Home Permanents, Deodorants, etc.)	NBC-TV	William Esty Co. North Advertising
People's Choice	The Borden Co. (Instant Coffee, Starlac, Ice-cream, Dairy Products)	NBC-TV	Young & Rubicam
	American Home Products Corp. (Foods, Spaghetti, Meat Balls, Ravioli, etc.)		Young & Rubicam
Perry Mason	Libbey-Owens-Ford Glass Company (Auto Safety Glass, etc.)	CBS-TV	Fuller & Smith & Ross
	National Carbon Co. Inc. (Prestone Anti-Freeze & Eveready Products)		William Esty Co.
	Purex Corp. (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Person to Person	American Oil Co. (Amoco-Gas, Super Permalube Motor Oil) East	CBS-TV	The Joseph Katz Co.
	Hamm Brewing Co. (Beer) Midwest		Campbell-Mithun, Inc.
	Time, Inc. (Life Magazine) Coast to Coast		Young & Rubicam
Playhouse 90	Allstate Insurance Co. (Institutional)	CBS-TV	Leo Burnett Co.
	American Gas Association (Institutional)		Lennen & Newell, Inc.
	Bristol-Myers Co. (Vitalis, Ipana, Bufferin, Trushay)		BBDO
	Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels)		Foote, Cone & Belding
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	Ronson Corp. (Ronson Shavers, Ronson Lighters)		Norman, Craig & Kummel
	Singer Sewing Machine Co. (Singer Sewing Machines, Sewing Aids, Vacuum Cleaners)		Young & Rubicam
Powell's, Dick, Zane Grey Theatre	Ford Division of the Ford Motor Co. (Ford Automobiles)	CBS-TV	J. Walter Thompson
	General Foods Corp. (Instant Maxwell House Coffee)		Benton & Bowles
Price Is Right, The	Alberto-Culver Co. (VO-5 Hair Dressing)	NBC-TV	Geoffrey Wade Advertising
	Chesebrough-Ponds, Inc. (Vaseline)		J. Walter Thompson
	General Foods Corp. (Jell-O, Baker's Chocolate, etc.)		Young & Rubicam
	Lever Brothers Co. (Wisk, Imperial Margarine, Dove)		BBDO
	The Mentholatum Co. (Mentholum)		J. Walter Thompson
	Miles Laboratories, Inc. (One-A-Day Vitamins, Alka-Seltzer)		Geoffrey Wade Advertising
	S.O.S. Company		McCann-Erickson
	Starkist Tuna		Honig-Cooper
	Sterling Drug, Inc. (Haley's M. O. Fletcher's Castoria, Fizrin)		Dancer-Fitzgerald-Sample
	RCA (TV Sets, Radio Sets)		Kenyon & Eckhardt, Inc.
	Spiedel Corp. (Watch Bands)		Norman, Craig & Kummel
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBDO
	Lever Brothers (Dove Beauty Bar)		Ogilvy, Benson & Mather
	W. A. Sheaffer Pen Co. (Fountain Pens)		Russel M. Seeds Co.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Pro Football Games, Baltimore Colts	National Brewing Co. of Michigan (National Bohemian & Alters Golden Lager Beer)	CBS-TV	W. B. Doner & Co.
Pro Football Games Baltimore Colts	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games Chicago Cards-Bears	American Liberty Oil Co. (Amlico Gasoline)		Taylor Norsworthy, Inc.
Pro Football Games, Chicago Cards-Bears	Falstaff Brewing Corp. (Falstaff Beer)		Dancer-Fitzgerald-Sample
Pro Football Games, Chicago Cards-Bears	Pan American Oil Co. (Gasoline and Oil)		The Joseph Katz Co.
Pro Football Games, Chicago Cards-Bears	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Chicago Cards-Bears	Standard Oil Co. of Indiana (Gasoline and Oil)		D'Arcy Advertising
Pro Football Games, Detroit Lions	Goebel Brewing Co. (Beer)		Campbell-Ewald Co.
Pro Football Games, Detroit Lions	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Detroit Lions	Speedway Petroleum Corp. (Products & Services for Speedway)		W. B. Doner & Co.
Pro Football Games, Green Bay Packers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Green Bay Packers	Pabst Brewing Co. (Pabst Beer)		Leo Burnett Co.
Pro Football Games, Los Angeles Rams- San Francisco '49ers	Falstaff Brewing Corp. (Falstaff Beer)		Dancer-Fitzgerald-Sample
Pro Football Games, Los Angeles Rams- San Francisco '49ers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, New York Giants	P. Ballantine & Sons (Beer)		William Esty Co.
Pro Football Games, New York Giants	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Philadelphia Eagles	P. Ballantine & Sons (Beer)		William Esty Co.
Pro Football Games, Philadelphia Eagles	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Pittsburgh Steelers	Duquesne Brewing Co. (Beer)		Vic Maitland Associates
Pro Football Games, Pittsburgh Steelers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Washington Redskins	American Oil Co. (Amoco Gas, Super Permalube Motor Oil)		The Joseph Katz Co.
Pro Football Games, Washington Redskins	Pan American Oil Co. (Gasoline and Oil)		Joseph Katz Co.
Pro Football Games, Washington Redskins	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Kickoff	American Home Products Corp. (Anacin)	CBS-TV	Ted Bates Co.
	Carter Products, Inc. (Instant Rise Shaving Cream)		Sullivan, Stauffer, Colwell & Bayles
	National Carbon Co. Inc. (Prestone Anti-Freeze and Eveready Products)		William Esty Co.
Professional Hockey Games	Carling Brewing Co. Inc. (Red Cap Ale)	CBS-TV	Lang, Fisher & Stashower, Inc.



COMMERCIAL TV PROGRAMS



TITLE

SPONSOR-PRODUCT

NETWORK

ADVERTISING AGENCY

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Queen for a Day	Alberto-Culver Co. (Alberto VO-5 Hair Dressing, Conditioner, Other Hair Products) American Home Products Corp. (Waxes, Polishes, Wizard Room Deodorizer, Easy-Off Oven Cleaner) Brown & Williamson Tobacco Co. Corn Products Refining Co. (Karo, Starches, Salad & Cooking Oils, Kasco Dog Food) Chesebrough-Ponds The Mentholatum Co. (Mentholatum Products) Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins) Procter & Gamble Co. (Dentifrices, Deodorants, Cleansers, Detergents) Slenderella Systems, Inc. (Slenderella Salons and Reducing Plan) S.O.S. Company (SOS Scouring Pads) Standard Brands, Inc. (Coffee, Tea, Desserts, Margarine, Dog Food) Toni Co. (Hair Care and Grooming Products, Deep Magic) Welch Grape Juice Co. (Grape Juice and Drinks, Jellies)	NBC-TV	Geoffrey Wade Adv. Inc. Geyer Advertising Keyes, Madden & Jones C. L. Miller Co. J. Walter Thompson J. Walter Thompson Geoffrey Wade Adv. Inc. Dancer-Fitzgerald-Sample Management Associates of Conn. Inc. McCann-Erickson Ted Bates Co. North Advertising Richard K. Manoff Adv.
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Real McCoys	Sylvania Electric Products Inc. (Flashbulbs, TV Sets, Hi-Fi, Radio Sets, Cameras, Camera Equipment, Phonographs, Radio & TV Tubes, Light Bulbs)	ABC-TV	J. Walter Thompson
Restless Gun	Warner-Lambert, Inc. (Listerine, Bromo-Seltzer, Anahist)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
Richard Diamond, Private Detective	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
Rin Tin Tin	National Biscuit Co. (Wheat Honeys, Rice Honeys, Shredded Wheat, Zweiback Toasts, Pretzels, Potato Chips, Bake Mixes, Waffle Mix, Rusk, Crackers, Biscuits, Cracker Meal, Cookies,	ABC-TV	Kenyon & Eckhardt, Inc.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rountree, Martha, Press Conference	Cereals, Pancake Mix, Cakes, Dates, Animal Foods, Bread & Rolls) Corn Products Refining Co. (Mazola Salad Oil, Cooking Oil, Karo, Bosco, Nu-Soft Fabric Softener & Kasco Dog Food)	ABC-TV	C. L. Miller
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Saber of London	Sterling Drug Co. (Haley's M.O., Fletcher's Castoria, Fizrin)	NBC-TV	Dancer-Fitzgerald-Sample
Sally Show, The	The Chemstrand Corp. (Synthetic Fibers) Royal McBee Corp. (Typewriters, Office Machines)	NBC-TV	Doyle Dane Bernbach Young & Rubicam
Schlitz Playhouse	Schlitz Brewing Co. (Schlitz Beer)	CBS-TV	J. Walter Thompson
Scotland Yard	General Foods Corp. (Instant Sanka)	ABC-TV	Young & Rubicam
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Gleem)	CBS-TV	Leo Burnett Co.
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heet)	CBS-TV	Ted Bates Co.
See It Now	Pan American Airways (Air Travel)	CBS-TV	J. Walter Thompson
Sergeant Preston of the Yukon	Quaker Oats Co. (Breakfast Foods)	CBS-TV	Wherry, Baker & Tilden
Shore, Dinah, Chevy Show, The	Chevrolet Motor Div.	NBC-TV	Campbell-Ewald Co.
Shower of Stars	Chrysler Corp. (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Silvers, Phil, Show	Amara Refrigeration, Inc. (Refrigeration Equipment)	CBS-TV	Maury, Lee & Marshall
	Procter & Gamble Co. (Joy)		Leo Burnett Co.
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		William Esty Co.
	J. B. Williams Co. (Shave Cream, After Shave Lotion)		J. Walter Thompson
Sinatra, Frank, Show	Bulova Watch Co. (Watches, Clocks, Radios, Electric Shavers) Liggett & Myers Co. (Chesterfield, L&M, Oasis Cigarettes)	ABC-TV	McCann-Erickson
Sir Lancelot	Kellogg Company (Breakfast Cereals, Dog Foods, Soft Drinks) The Wander Company (Ovaltine)	ABC-TV	Leo Burnett Co. Tatham-Laird, Inc.
\$64,000 Challenge, The	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Revlon, Inc. (All Revlon Products)		BBDO
\$64,000 Question, The	Revlon, Inc. (All Revlon Products)	CBS-TV	BBDO
Skelton, Red, Show	S. C. Johnson & Son, Inc. (Johnson's Wax, Cleaners, Polishers)	CBS-TV	Foote, Cone & Belding
	Per Milk Co. (Evaporated Milk, Milk Products)		Gardner Adv. Agency
Spotlight Playhouse	S. C. Johnson & Son, Inc. (Johnson's Wax, Cleaners, Polishes)	CBS-TV	Foote, Cone & Belding
SRO Playhouse	American Home Products Corp. (Anacin, Bisodol Mints, Freezone, Infra-Rub)	CBS-TV	Ted Bates Co.
	Helene Curtis Industries (Spray Net, Enden, Suave)		Earle Ludgin & Co.
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)	CBS-TV	Ted Bates Co.
Studio One	Westinghouse Electric Corp. (Westinghouse Kitchen Appliances, Radio & TV Sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Sugarfoot	American Chicle Co. (Roloids, Clorets Gum, Beeman's Chewing Gum, Chiclets and Clove Chewing Gum)	ABC-TV	Ted Bates Co.
	National Carbon Co. (Div. Union Carbide Corp.) (Prestone Anti-Freeze, Eveready Batteries)		William Esty Co.
	Whitehall Pharmacal Co. (Anacin)		Ted Bates Co.
	Seven-Up Company (7-Up)		J. Walter Thompson Co.
	Bulova Watch Company (Watches, Clocks, Radios, Electric Shavers)		McCann-Erickson
Sullivan, Ed, Show	Eastman Kodak Co. (All Products)	CBS-TV	J. Walter Thompson
	Mercury Division of The Ford Motor Co. (Mercury Automobiles)		Kenyon & Eckhardt Inc.
Sunday News Special	American Home Products Corp. (Anacin, Bisodol, Freezone)	CBS-TV	Ted Bates Co.
	Carter Products, Inc. (Arrid, Rise, Carter Liver Pills)		Ted Bates Co.
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumol, RDX)		Edward Kletter Associates, Inc.



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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Superman	Kellogg Company (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		Henry Eisen Advertising
Suspicion	Ford Division Ford Motor Co. Philip Morris & Co.	NBC-TV	J. Walter Thompson N. W. Ayer & Son



Tales of the Texas Rangers	General Mills, Inc. (Ready-To-Eat Cereals, Dog Food, Baking Mixes, Frostings)	CBS-TV	Tatham-Laird, Inc.
	Sweets Company of America (Tootsie Rolls)		George Eisen, Inc.
	Flav-R-Straws (Flav-R-Straws)	ABC-TV	Erwin Wasey, Ruthrauff & Ryan
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		Henry Eisen Advertising
Tales of Wells Fargo	American Tobacco Co. (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
	Buick Motor Division of General Motors		Kudner Agency, Inc.
Telephone Time	Bell Telephone (Institutional)	ABC-TV	N. W. Ayer & Son, Inc.
Telephone Time with John Nesbitt	Bell Telephone System (Bell Telephone Service)	CBS-TV	N. W. Ayer & Son, Inc.
Temple, Shirley, Fairytales	John H. Breck, Inc. Hills Brothers Coffee, Inc. National Dairy Products Co.	NBC-TV	N. W. Ayer & Son, Inc. N. W. Ayer & Son, Inc. N. W. Ayer & Son, Inc.
Thin Man, The	Colgate-Palmolive Co. (Toothpaste, Soap Detergent, Cleanser, Shaving Cream and Halo)	NBC-TV	Ted Bates & Co.
This Is Galen Drake	The Best Foods, Inc. (Sippy Peanut Butter, Nucoa Margarine)	ABC-TV	Guild, Bascom & Bonfigli
This Is Your Life	Procter & Gamble Co. (Soaps, Shampoos, Cleanser, Dentifrices)	NBC-TV	Compton Advertising Inc.
Thomas, Danny, Show	Armour & Co. (Dial Soap & Shampoo)	ABC-TV	Foote, Cone & Belding
	Kimberly-Clark Co. (Kleenex)		Foote, Cone & Belding
	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Young & Rubicam
Those Whiting Girls	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Young & Rubicam



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Tic Tac Dough	Max Factor & Co. (Max Factor Make-up, Lipstick, Hair Spray, Shampoo)		Anderson-McConnell Adv. Agency
	Church & Dwight Co. Inc. (Baking Soda)	NBC-TV	J. Walter Thompson
	Kraft Foods Co. (Cheeses, Jellies, Salad Dressing, Candy, Fruit Drinks, Margarine, Kraft Dinner)		J. Walter Thompson
	Procter & Gamble Co. (Detergents, Soaps)		Dancer-Fitzgerald-Sample
	S.O.S. Co. (SOS Scouring Pads, etc.)		McCann-Erickson
	Standard Brands, Inc. (Margarine, Soaps, Coffee, Tea, Royal Desserts)		Ted Bates & Co.
	RCA (TV Sets, Radios, Record Players)		Kenyon & Eckhardt
	Warner-Lambert Inc. (Listerine, Bromo Seltzer, Richard Hudnut Hair Line)		Lennen & Newell
	Starkist Tuna Fish Toni Co. (Hair Care Products, Deep Magic Skin Cream)		Honig-Cooper North Advertising
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX)	CBS-TV	Edward Kletter Associates Parkson Adv. Agency Inc.
To Tell the Truth	Participating Sponsors	NBC-TV	
Today	Bristol Myers Co. (Headache Remedies, Deodorants, Laxatives, Dentifrices, Hair Preparations, Hand Preparations)	ABC-TV	Young & Rubicam
Tombstone Territory	Dodge Div. & Plymouth Div. Chrysler Corp. (Dodge & Plymouth Automobiles)	ABC-TV	Grant Advertising Co.
Top Tune & New Talent	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBDO
Trackdown	Socony-Mobil Oil Co. (Socony Products)		Compton Advertising
Treasure Hunt	Sterling Drug, Inc. (Haley's M-O, Fletcher's Castoria, Fizrin)	NBC-TV	Dancer-Fitzgerald-Sample
Treasure Hunt	Mogen David (Wine Products)	ABC-TV	Edward H. Weiss Co.
True Story	Sterling Drug Co. (Bayer Aspirin, Phillip's Milk of Magnesia, Dr. Lyon's Toothpowder, Energine Cleaning Fluid)	NBC-TV	Dancer-Fitzgerald-Sample
Truth or Consequences	Alberto-Culver Co. (Alberto VO-5 Hair Dressing Products)	NBC-TV	Geoffrey Wade Adv. Inc.
	American Home Products Corp.		Geyer Advertising
	General Foods Corp.		Young & Rubicam
	Lehn & Fink Products Corp. (Lysol)		McCann-Erickson



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Lever Brothers Co. (Detergents, Magarine, Soap)		BBDO
	Miles Laboratories Inc. (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Adv.
	Sterling Drug Inc. (Haley's M-O, Fletcher's Castoria, Fizrin)		Dancer-Fitzgerald-Sample
Turn of Fate	Aluminum Corp. of America	NBC-TV	Fuller & Smith & Ross Young & Rubicam
Twentieth Century	Goodyear Tire & Rubber Co.		
	Prudential Insurance Co. of America (Insurance)	CBS-TV	Reach, McClinton & Co.
20th Century-Fox Hour	General Electric Co. (General Electric Appliances)	CBS-TV	Young & Rubicam
	Revlon, Inc. (All Revlon Products)		C. J. LaRoche & Co.
Twenty-One	Pharmaceuticals, Inc. (Geritol, Sominex, RDX)	NBC-TV	Parkson Adv. Agency



Undercurrent	Brown & Williamson Tobacco Co. (Viceroy Cigarettes)	CBS-TV	Ted Bates Co.
	Procter & Gamble Co. (Cheer)		Young & Rubicam
United States Steel Hour, The	United States Steel Corp. (Institutional)	CBS-TV	BBDO



Valiant Lady	General Mills, Inc. (Gold Medal Flour, Pie Crust Mix, Softasilk, Bisquick)	CBS-TV	Dancer-Fitzgerald-Sample
	Nestle Co. Inc. (Nestle's Quik, Chocolate Bars, Semi-Sweet Morsels)		McCann-Erickson
	Standard Brands Inc. (Tenderleaf Tea)		J. Walter Thompson
	The Toni Co. (Prom, White Rain Shampoo)		Tatham-Laird Inc.
	Wesson Oil & Snowdrift Sales Co. (Wesson Oil)		Fitzgerald Adv. Agency
Verdict Is Yours, The	Atlantis Sales Corp. (French's Mustard)	CBS-TV	J. Walter Thompson
	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals)		Dancer-Fitzgerald-Sample
	Libby McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)		North Advertising
	Swift & Co. (All Meat & Poultry, Margarine, Vigoro, Pard Dog Food)		McCann-Erickson
Vise, The	Sterling Drug, Inc. (Bayer's Aspirin, Phillips Milk of Magnesia & Phillip's Milk of Magnesia Tooth Paste)	ABC-TV	Dancer-Fitzgerald-Sample
Voice of Firestone	Firestone Tire & Rubber Co. (Tires, Tubes, Foamex, Velon & All Other Products Sold by Firestone Dealers & Stores)	ABC-TV	Sweeney & James Co.



Wagon Train	The Drackett Co. (Drano, Windex, Twinkle)	NBC-TV	Young & Rubicam
	Edsel Division of Ford Lewis Howe Co. (Tums)		Foote, Cone & Belding McCann-Erickson
Wednesday Night Fights	Pabst Brewing Co. (Beer, Ale & Non-alcoholic Beverages)	ABC-TV	Leo Burnett Co.
	The Mennen Company (Mennen's Shave Cream, Brushless, Lather, and Foam Shave—Pre-Shave & After Shave Lotions, Shampoos, Deodorants, Skin Bracer, After Shave Talcum, Bath Talc, Hair Cream, Men's Cologne)		McCann-Erickson
	Miles Laboratories, Inc. (Aika-Seltzer, One-A-Day (Brand) Vitamins, Bactine)		Geoffrey Wade Adv.
Welk, Lawrence, Show	Dodge Div., Chrysler Corp. (Dodge Automobiles)	ABC-TV	Grant Advertising
West Point	General Foods Corp. (Maxwell House Coffee, Post's Cereals)	CBS-TV	Benton & Bowles
	Carter Products, Inc. (Arrid Whirl-In, Arrid Deodorant, Rise Shave Cream, Liver Pills)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	Phillips-Van Heusen Corp. (Shirts & Men's Sportswear)		Grey Advertising
What's My Line?	Helene Curtis Industries (Stopette, Poof, Finesse, Hair Dressing, Shampoos)	CBS-TV	McCann-Erickson



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Remington Rand, Inc. (Remington Electric Shavers and Office Equipment)		Young & Rubicam
Wide Wide World	General Motors Corp. (Trucks, Autos, Parts, Service)	NBC-TV	MacManus, John & Adams
Wild Bill Hickok	Kellogg Co. (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		Henry Eisen Adv. Agency
	Kellogg Co. (Cereals, Dog Food)	CBS-TV	Leo Burnett Co.
Winchell, Walter, File	Revlon, Inc. (Facial Make-Up, Beauty Lotions, Suntan Preparations, Women's Fragrances, Beauty Creams (other than hair creams), Hair Sprays, Hair Dyes & Colorings, Baby Products, Lipsticks, Nail Polishes, Removers, Eye Preparations, Lipstick Cases, Reducing Aids, Skin Preparations, Liquid Detergents for Fabrics, Room Deodorizers)	ABC-TV	BBDO C. J. LaRoche & Co.
	North American Phillips Co. (Norelco) (Men's & Women's Electric Shavers)		C. J. LaRoche & Co.
Wire Service	Miller Brewing Co. (Beer & Ale)	ABC-TV	Mathisson & Associates
	R. J. Reynolds Tobacco Co. (Tobacco Products)		William Esty
Woody Woodpecker	Kellogg Co. (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
Wyatt Earp	General Mills, Inc. (Gold Medal Flour, Wheaties, Cheerios, Cereals, Baking Mixes, Frostings)	ABC-TV	Dancer-Fitzgerald-Sample
	The Procter & Gamble Co. (Gleem Toothpaste, Drene Shampoo, Tide, Spic & Span, Cheer)		Compton Advertising
Wyman, Jane, Show	Hazel Bishop, Inc. (Cosmetics)	NBC-TV	Raymond Spector Co. Inc.
	The Quaker Oats Co. (Cereals, Cat and Dog Food)		Needham, Louis & Brorby



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Wallace, Mike, Interview	Philip Morris, Inc. (Tobacco Products)	ABC-TV	N. W. Ayer & Son Inc.
Winchell, Paul, Show	Hartz Mountain Products (Accessories, & Food for Birds, Tropical Fish, Turtles, Cats & Dog Yummies)	ABC-TV	George H. Hartman



You Are There	Prudential Insurance Co. of America	CBS-TV	Reach, McClinton & Co.
You Asked for It	Skippy Peanut Butter Div. of the Best Foods, Inc. (Skippy Peanut Butter)	ABC-TV	Guild, Bascom & Bonfigli, Inc.
You Bet Your Life	De Soto Division of Chrysler (Cars) The Toni Co. (Home Permanents, Shampoo, Rinses, Lotions)	NBC-TV	BBDO North Advertising
Young, Loretta, Show	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
Your Hit Parade	The American Tobacco Co. (Lucky Strike, Pall Mall, Hit Parade Cigarettes) The Toni Co. (Home Permanents, Shampoos, Hair Spray, Lotions)	NBC-TV	BBDO North Adv. Inc.
You're on Your Own	Hazel Bishop Inc. (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair-Spray, Stick Deodorant)	CBS-TV	Raymond Spector Co. Inc.



Zorro	A. C. Spark Plug (Div. Gen. Motors) (Spark Plugs, Oil Filters, Fuel Pumps, Guide (T-3) Headlamps, Autronic Eye, Gyros, Speed Switches, After Burner Controls, Inertial Guidance Systems, Valve Lifters) Seven-Up Company (7-Up)	ABC-TV	D. P. Brother & Co. J. Walter Thompson
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STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Association

P.O. Box 6174, University, Alabama
Meetings: March and October
Elections: March meeting
Members: 81
Pres.....W. W. Hunt, WCOV, Montgomery
Vice-Pres...Ed Carrell, WGSV, Guntersville
Secy.-Treas....Bill Mapes, WOWL, Florence

Arizona Broadcasters Association

Meetings: January, May
Elections: January
Members: 20
Pres....Dick Lewis, KTAR, KVAR, Phoenix
Vice-Pres...Tom Wallace, Sr., KTKT, Tucson
Secy.-Treas.....Lucy Krug, KPHO, Phoenix

Arkansas Broadcasters Association

c/o Executive Secretary
Box 271, Stuttgart, Ark.
Meetings: March and August
Elections: March
Members: 49
President.....Ted Rand, KDRS, Paragould
Vice-Pres...B. J. Parrish, KOTN, Pine Bluff
Secy.....Wm. J. Hart, KGH1, Little Rock
Exec. Secy.....June S. Spann

California State Radio and Television Broadcasters Association

1420 Truxton Ave., Bakersfield
Meetings: November (and on special call)
Elections: November
Members: 97
President.....Jack Schacht, KBET-TV,
Sacramento
1st Vice-Pres.....George Whitney, KFMB,
San Diego
Vice-Pres. (Radio).....Lloyd Sigmon,
KMPC, Los Angeles
Vice-Pres. (TV).....Joe Drilling, KJEO-TV,
Fresno
Sec'y.-Treas.....Gil Paltridge, KROW,
Oakland

Colorado Broadcasters and Telecasters Association

1625 California St., Denver, Colo.

Meetings: Semi-annual
Elections: June
Members: 54
Pres...Robert H. Dolph, KFTM, Fort Morgan
Vice-Pres.....Harry Hoth, KRDO,
KRDO-TV, Colorado Springs
Secy.-Treas....Robert S. Hix, KOA, Denver

Connecticut Broadcasters Association

Pres.....Charles Bell, WHAY, New Britain
Vice-Pres...Julian Schwartz, WSTC, Stamford
Secy.-Treas.....William O'Brien, WCNX,
Middletown

Florida Association of Broadcasters

c/o President or Secretary
Meetings: June
Election: June
Members: 85
Pres.....James L. Howe, WIRA, Fort Pierce
1st Vice-Pres....Lee Ruwitch, WTVJ (TV),
Miami
2nd Vice-Pres...Laurence A. Rollins, WSIR,
Winter Haven
Secy.-Treas.....Charles Fernandez, WKXY,
Sarasota
Exec. Secy., Gen. Counsel...J. K. Ballinger,
214 Center Bldg., Tallahassee

Georgia Association of Broadcasters

c/o President or Secy.-Mgr.
Meetings: August and January
Elections: August
Members: 63
Pres.....John W. Jacobs, Jr., WDUN,
Gainesville
1st Vice-Pres...Frank Gaither, WSB, Atlanta
2nd Vice-Pres....Ralph N. Edwards, WWGS,
Tifton
Secy.-Mgr....R. L. Patrick, Grady School of
Journalism, Univ. of Ga., Athens

Hawaiian Association of Radio and TV Broadcasters

1170 Auahi St., Honolulu, T. H.
Meetings: On call
Elections: May
Members: 18
President.....John D. Keating, KONA-TV,
Honolulu

Idaho Broadcasters Association

Meetings: Fall
Elections: Fall
Members: 23
President.....K. Clark, KBAR, Burley
Vice-Pres...Gene Shumate, KRXX, Rexburg
Sec.-Treas.....Marvin Ling, KAYT, Rupert

Illinois Broadcasters Association

c/o President or Secy.-Treas.
Meetings: February and October
Elections: October
Members: 70
President.....Chas. R. Cook, WJPF, Herrin
Vice-Pres.....R. Karl Baker, WLDS, Jacksonville
Secy.-Treas.....M. H. Stuckwish, WSOY, Decatur

Indiana Broadcasters Association, Inc.

Meetings: 4 times a year
Elections: March
Members 53
President.....Lester G. Spencer, WKBV, Richmond
Vice-Pres. (AM).....Joe Higgins, WTHI, Terre Haute
Vice-Pres. (TV)....Bernard Barth, WNDU-TV, South Bend
Vice-Pres. (FM)....Howard White, WCTW, New Castle
Secy.-Treas.....Dennis Keller, WITZ, Jasper
Asst. Treas.....Roy L. Hickox, WLRP, New Albany
Asst. Secy.....Ben Baylor, WANE-TV, Fort Wayne

Iowa Broadcasters Association

c/o President
Meeting: Annual
Elections: Annual
Members: 42
President...Ken Gordon, KDTH, Dubuque
Vice-Pres.....George Volger, KWPC, Muscatine
Secy.-Treas..Bill White, KFJB, Marshalltown

Kansas Association of Radio Broadcasters

Meetings: April or May
Elections: April or May
Members: 40
President..Grover Colb, KVGB, Great Bend
Vice-Pres...Arden Booth, KLWM, Lawrence
Secy.-Treas.....Tom Bashaw, KFJH, Wichita
Leg. Chairman.....Wendell Elliott, KGNO, Dodge City

Kentucky Broadcasters Association

c/o Miss Katherine Peden, Secy.-Treas., WHOP, Hopkinsville
Meetings: October and March
Elections: October
Members: 57
President.....Dee Huddleston, WIEL, Elizabethtown
First Vice-Pres..Al Temple, WKCT, Bowling Green
2nd Vice-Pres..Francke Fox, WHLN, Harlan
Secy.-Treas.....Katherine Peden, WHOP, Hopkinsville
Exec. Committee.....Art Eilerman, WZIP, Covington; Don Horton, WVLK, Lexington; W. T. Isaac, WHIR, Danville

Louisiana Association of Broadcasters

Box 379, Baton Rouge, La.
Meetings: September
Elections: September
Members: 68
President.....Jerry Hamm, KLFY-TV, Lafayette
Radio Vice-Pres.....John Chauvin, KEUN, Eunice
TV Vice-Pres..Douglas Manship, WBRZ-TV, Baton Rouge
Treasurer...Gene Jones, KSLO, Opelousas
Excc.-Secy.....Rolfe McCollister, Box 379, Baton Rouge

Maine Radio and TV Broadcasters Association

Box 307, Augusta, Maine
Meetings: Spring and Fall
Elections: November
Members: 26
President..Eldon Shute, WKTQ, South Paris
Vice-Pres.....Donald Powers, Me.BC
Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

Maryland-D.C. Radio and TV Broadcasters Association

c/o President or Secy.-Treas.
Meetings: June and October
Elections: October
Active Members: 46
Associate Members: 47
President.....Fred S. Houwink, WMAL, Washington
Vice-Pres...R. C. Embry, WITH, Baltimore
Secy.-Treas.....Jason Pate, WASA, Havre de Grace

Massachusetts Broadcasters Association, Inc.

c/o Secretary

Meetings: 3rd Wednesday in October
 Elections: October
 Members: 35
 President.....Roy Whisnand, WCOP, Boston
 Vice-Pres.....W. C. Swartley, WBZ, Boston
 Treasurer.....George Jaspert, WCCM, Lawrence
 Secretary.....Lawrence A. Reilly, WTXL, W. Springfield

Michigan Association of Broadcasters

c/o Secretary-Treasurer
 Meetings: May-September
 Elections: September
 Members: 85
 President.....Martin Giamo, WJEF, Grand Rapids
 Vice-Pres....George Millar, Knorr Bestg. Co.
 Secy.-Treas.....Gene Cahill, WBCK, Battle Creek
 Directors.....James Quello, WJR, Detroit;
 Willard Schroeder, WOOD-AM-TV, Grand Rapids; Al Payne, WHDF, Houghton

Minnesota Association of Broadcasters

KSTP, St. Paul, Minn.
 Meetings: September
 Elections: September
 Members: 30
 President..Kenneth Hance, KSTP, St. Paul

Mississippi Broadcasters Association

c/o President or Secy.-Treas.
 Meetings: March or April
 Elections: March or April
 Members: 53
 President....Bill Guest, WPMP, Pascagoula
 Vice-Pres.....John Bell, WCMA, Corinth

Missouri Broadcasters Association

c/o Exec. Secretary
 Route #3, Bald Hill Rd., Jefferson City
 Meetings: April and October
 Elections: October
 President.....Bruce Barrington, WEW, St. Louis
 Vice-Pres.....W. H. Clark, KFSB, Joplin
 Secy.-Treas.....A. E. Dahl, KLIK, Jefferson City
 Exec. Secy.....E. A. Richter

Montana Radio Stations, Inc.

c/o President, KGHL, Billings
 Meetings: September
 Members: 26

President.....Art Mosby, KGVO, Missoula
 Vice-Pres.....Jeff Kiichli, KGHL, Billings
 Secy.-Treas..Charlotte Brader, KOJM, Havre
 Leg. Chairman.....Paul MacAdam, KPRK, Livingston

Nebraska Broadcasting Association

c/o KFOR, Lincoln, Nebraska
 Meetings: May 1st
 Elections: May 1st
 Members: 34
 President...Virgil Sharpe, KOWH, Omaha
 Secy.-Treas....Dick Chapin, KFOR, Lincoln

New Hampshire Association of Broadcasting

Meetings: September
 Elections: September
 Members: 10
 President...Frank B. Estes, WKNE, Keene
 Vice-Pres.....A. J. K. Malin, WWNH, Rochester
 Secy.-Treas.....Warren Journay, WGIR, Manchester

New Jersey Broadcasters Association

Meetings: May and October
 Elections: October
 Members: 21
 Pres.....Jerry McCarthy, WTOA, Trenton
 Vice-Pres.....John G. Struckell, WWBZ, Vineland
 Secy.-Treas.....Robert McDougall, WAAT, Newark

New Mexico Broadcasters Association

P.O. Box 268, Alamogordo
 Meetings: September and April
 Elections: April
 Members: 35
 Pres....C. O. Kendrick, KVBC, Farmington
 Vice-Pres....Jim Duncan, KSIL, Silver City
 Treas....John Burroughs, KENM, Portales
 Leg. Chairman..Merle Tucker, KGAK, Gallup

New York State Association of Radio and Television Broadcasters

Address: c/o President
 Meetings: Annual
 Elections: Annual
 Members: 104
 President...William Doerr, WEBR, Buffalo
 1st Vice-Pres.....Gordon Gray, WOR, WOR-TV, New York

2nd Vice-Pres. H. Stilwell Brown, Rural
Radio Network, Ithaca
Secretary Elliott Stewart, WIBX, Utica
Treasurer George Dunham, WBNF,
Binghamton

North Carolina Association of Broadcasters Inc.

Meetings: June and October
Elections: October
Members: 100
Pres. E. Z. Jones, WBBB, Burlington
V.P.-Radio ... Jack Hankins, WELS, Kinston
V.P.-TV Gaines Kelley, WFMY-TV,
Greensboro
Secretary Cecil B. Hoskins, WWNC,
Asheville

North Dakota Broadcasters Association

Box 232, Minot, N. D.
Meetings: 2nd week in October
Elections: 2nd week in October
Members: 25
President ... Charles G. Burke, KFGO, Fargo
Vice-Pres. ... Robert Ingstad, KOVC, Valley
City
Secy.-Treas. Les Maupin, KPLM, Minot

Ohio Association of Radio and Television Broadcasters

33 N. High St., Columbus
Meetings: March and October
Elections: March
Members: 83
Pres. Hubbard Hood, WKRC, Cincinnati
Vice-Pres (Radio) J. E. Wagner, Jr.,
WLEC, Sandusky
Vice-Pres. (TV) R. G. Berg, WAKR-TV,
Akron

Oklahoma Broadcasters' Association

Meetings: January and August
Elections: January
Members: 38
President ... Leo Morris, WBBZ, Ponca City
Board of Directors... Bill Brubaker, KRHD
Duncan; Ed Ryan, KSIW, Woodward;
Winston Ward, KBEL, Idabel; Jim
Bellatti, KSPI, Stillwater; Eddie Peake,
KTOW, Oklahoma City; John Mahoney,
KVIN, Vinita; George Overton, KMUS,
Muskogee

Oregon State Broadcasters Association

Mgr.: James W. Frost, Box 5025, Eugene
Meetings: April
Elections: April

President. Dave Hoss, KSLM, Salem
Vice-Pres. ... Carl O. Fisher, KUGN, Eugene
Secy.-Treas. ... Ray Johnson, KMED, Medford
Leg. Chairman R. M. Brown, KPOJ,
Portland

Pennsylvania Association of Broadcasters

Box 606, Harrisburg
Meetings: May
Elections: May
Members: 130
Pres. Roy Morgan, WILK, Wilkes-Barre
1st Vice-Pres. George Koehler, WIFL,
Philadelphia
2nd Vice-Pres. Cecil Woodland, WEJL,
Scranton
Secy. Milton Bergstein, WMAJ, State
College
Treas. Tom Metzger, WMRF, Lewistown

Puerto Rican Association of Broadcasters

Box 1072, San Juan, Puerto Rico
Meetings: 2nd Monday of each month
Elections: 2nd Wednesday of July
Members: 19
President. Ralph Perez Perry, WKVM,
San Juan

Rhode Island Broadcasters Association

c/o WADK, Newport, R. I.
Meetings: Quarterly
Elections: June
Members: 13
Pres. Milton E. Mitler, WADK, Newport
Vice-Pres. ... Edward Boghossian, WJAR-TV,
Providence
Secy.-Treas. ... Zel Levin, WWON, Woonsocket

South Carolina Radio & Television Broadcasters Association

Secretary's Office, Drawer 30, Sumter, S. C.
Meetings: January
Elections: January
Members: 64
President ... Randy Davidson, WAKN, Aiken
Vice-Pres. ... H. Moody McElveen, WNOK-TV,
Columbia
Secy.-Treas. ... T. Doug Youngblood, WFIG,
Sumter

South Dakota Broadcasters Association

c/o President

Meetings: April
Elections: April
Members: 16
President. Evans A. Nord, KELO, KELO-TV,
Sioux Falls
Vice-Pres. Ross Case, KWAT, Watertown

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28
Meetings: 3rd Thursday each month
Elections: May
Members: 63 (including 4 Networks)
Chrmn. Bd. Loyd Sigmon, KMPC
Vice-Chairman. Howard Gray, KGIL
Secretary. John Hansen, KABC
Treasurer. Bob McAndrews, KBIG
Managing Dir. Art Holbrook

Tennessee Association of Broadcasters

P. O. Box 680, Maryville
Meetings: May and October
Elections: October
Members: 56
Pres. . . . Frank H. Corbett, WGAP, Maryville
Vice-Pres. . . . Paul Overbay, WKPT, Kingsport
Secy.-Treas. John H. Reese, WATE,
Knoxville

Texas Association of Broadcasters

520 Capital Nat. Bank Bldg., Austin
Meetings: Spring and Fall
Elections: Fall
Members: 150
President. Dave Morris, KNUZ, Houston
Vice-Pres. M. F. Danbom, KTBB, Tyler
Sec.-Treas. A. Johnson, KENS, San Antonio

Utah Broadcasters Association

Box 550, Provo City
Meetings: January and June
Elections: January
Members: 18
President. Harold Van Wagenen, KIXX,
Vice-Pres. Jay W. Wright
Secy.-Treas. Arch G. Webb, KVOG, Ogden

Vermont Association of Radio & Television Broadcasters

c/o WJOY, Burlington, Vt.
President. Frank A. Balch, WJOY,
Burlington
Vice-Pres. . . . John Bennett, WHWB, Rutland
Clerk. . . . Craig S. Parker, WDEV, Waterbury
Treas. . . . Donald Thurston, WIKE, Newport

Virginia Association of Broadcasters

c/o WPIK, Alexandria
Meetings: May or June
Elections: May or June
Members: 62 radio stations and 12 associate
members
President. Carl L. Lindberg, WPIK,
Vice-Pres. Milton B. Henson, WREL,
Lexington
Secy.-Treas. . . . Thomas P. Chisman, WVEC,
Hampton
Leg. Chairman. C. T. Lucy, WRVA,
Richmond

Washington State Association of Broadcasters

Ronald A. Murphy, Manager
Legislative Building, Olympia
Meetings: April and October
Elections: April
Members: 50
President. . . . Len Higgins, KTNT & KTNT-TV,
Tacoma
Vice-Pres. James W. Wallace, KPQ,
Wenatchee
Secy.-Treas. . . . Allen Miller, KWSC, Pullman

West Virginia Broadcasters Association

c/o Secretary
Meetings: Spring and fall
Elections: Spring
Members: 34
Pres. . . . C. Tom Garten, WSAZ, Huntington
Vice-Pres. . . . Robert Ferguson, WTRF-TV,
Wheeling
Sec.-Treas. . . . C. Leslie Golliday, WTRF-TV,
Martinsburg

Wisconsin Broadcasters Association

900 Gay Building, Madison
Meetings: 1st Tuesday in October
Elections: 1st Tuesday in October
Members: 46
President. Hugh K. Boice, Jr., WEMP,
Milwaukee
Vice-Pres. . . . Paul Skinner, WHBL, Sheboygan
Secretary. . . . Carl Kolata, WTTN, Watertown
Treasurer. . . . Mig Figi, WAUX, Waukesha
Exec. Secy. Ed Conrad

Wyoming Assn. of Radio & TV Broadcasters

c/o Secretary
Meetings: Spring
Elections: Spring
Members: 18
President. . . . Joseph Ernst, KWOR, Worland
Secretary. . . Don Tannehill, KWYO, Sheridan

INDUSTRY ORGANIZATIONS

**Personnel — Addresses — Unions
Guilds — Associations — Radio-TV Groups**

ACTORS EQUITY ASSOCIATION

226 W. 47 St., New York 36, N. Y.
PLaza 7-7660

OFFICERS

President Ralph Bellamy
1st Vice-President Raymond Massey
2nd Vice-President Frank Maxwell
3rd Vice-President Frederick O'Neal
4th Vice-President Margalo Gillmore
5th Vice-President Donald LaMon
Treasurer Paul Dullzell
Recording Secretary John Effrat
Exec. Sec. Angus Duncan
Counsel Herman E. Cooper

BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.
6636 Hollywood Blvd., Los Angeles 28, Calif.
230 Jones St., San Francisco 2, Calif.
519 Jarvis St., Toronto, Ont.

COUNCIL

Royal Beal, Jeanna Belkin, Sara Bettis, Charles Blackwell, Paul B. Brown, Peggy Cass, Kendall Clark, Donald Cook, John Cornell, Staats Cotsworth, Robin Craven, Jack Dabdaub, Gordon Dilworth, Norma Doggett, Stephen Douglass, John Emery, Robert Flavelle, Eddie Foy, Jr., Florida Friebus, Larry Gates, Ruth Gillette, Margaret Hamilton, Carl Harms, Hurd Hatfield, Helen Hayes, Del Hughes, Kim Hunter, Earl Hyman, George Ives, Leo Kayworth, Dennis King, Judson Laire, Jack Leigh, Ralph Lowe, Ruth Matteson, Ruth McDewitt, Roddy McDowall, Patrick McVey, Edith Meiser, Thomas Mitchell, May Muth, Robert Newkum, Lloyd Nolan, Bibi Osterwald, Leonard Patrick, Robert Preston, William Redfield, Howard Roberts, Mary Roche, William Roerick, Polly Rowles, Edmon Ryan, Dorothy Sands, James Schlader, Hiram Sherman, Jean Sincere, Cornelia Otis Skinner, Margot Stevenson, Stanley Tackney, Ann Thomas, Lucia Victor, Jeff Warren, Jane White, Lois Wilson, Blanche Yurka.

THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.
Judson 2-1520

OFFICERS

Chairman Louis N. Brockway
Vice-Chairman Leo H. Bristol
Vice-Chairman Leo Burnett
Vice-Chairman John C. Sterling
President Theodore S. Repplier
Vice-President Allan M. Wilson
Vice-President George P. Ludlam
Secretary Frederic R. Gamble
Treasurer Paul B. West
Radio-TV Director Gordon C. Kinney
Pub. Rel. Director Maxwell Fox

BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. STerling 3-9153. T. S. Repplier, President.
203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, Midwest representative.
1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166. Robert Grey, West Coast Representative.
425 Bush Street, San Francisco 8, Cal. GA 1-6868. Charles W. Collier, (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.
Circle 6-2431

OFFICERS

Chairman of the Board R. M. Feemster
Vice-Chairman of the Board James S. Fish
Pres., Gen. Mgr. C. James Proud
Secretary Lorretto Fox
Treasurer Ralph Winslow

BRANCH OFFICE

734 15th St., N. W., Washington 5, D. C. Phone: EX-ecutive 3-4268. Washington Rep., William P. Tidwell.

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising:

To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.

To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION, INC.

3 East 54th St., New York 22, N. Y.
PLaza 1-5656

OFFICERS

Chairman Wallace H. Wulfeck
Vice-Chairman Ben R. Donaldson
President William A. Hart
Treasurer Arno H. Johnson
Managing Director A. W. Lehman
Tech. Dir. Darrell B. Lucas
Gen. Consul. Gilbert H. Weil

FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LEXington 2-7980

OFFICERS

Chairman of the Board Melvin Brorby
Vice-Chairman Davis Danforth
President Frederic R. Gamble
Secretary-Treasurer Ross H. Ryder
Vice-Presidents: Richard L. Scheidker, Kenneth Godfrey,
A. A. Nelson, Richard Turnbull
Exec. Sec'y-Treas. W. H. Haase

WESTERN REGION OFFICE

235 Montgomery St., San Francisco, Calif. Phone: YO 6-2200 Staff Exec., John L. Delmar

FUNCTIONS

The national organization of the advertising agency business. Aims: To foster, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.



ORGANIZATIONS



AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
COrtlandt 7-1374

OFFICERS

President.....Joseph P. Selly
Secy.-Treas.....Joseph F. Kehoe
Vice-Pres.....William Bender

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.
Phone: LO 4-1251. Mort Borrow, Chairman.
Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y.
Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

425 Park Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

Pres.....James C. Petrillo
Vice-Pres.....C. L. Bagley
Secretary.....Leo Cluesmann
Treasurer.....George V. Clancy

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin,
Lee Repp, Walter M. Murdoch.

BRANCH OFFICES

175 W. Washington St., Chicago 2, Ill. Phone: STate
2-0063.
220 Mt. Pleasant Ave., Newark 4, N. J. Phone
Humboldt 2-8010. Leo Cluesmann, Secretary.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 West 44th Street, New York 36, N. Y.
MUrray Hill 7-1810

NATIONAL OFFICERS

President.....Clayton Collier
1st Vice-Pres.....Ken Carpenter
2nd Vice-Pres.....Eleanor Engle
3rd Vice-Pres.....Virginia Payne
4th Vice-Pres.....Wanda Ramey
5th Vice-Pres.....Evelyn Freyman
6th Vice-Pres.....Don Courtney
7th Vice-Pres.....Gaines C. Batson
Recording Sec.....Stanley Farrar
Treasurer.....Travis Johnson
Nat'l. Exec. Sec.....Donald F. Conaway
Counsel.....Mortimer Becker
Dir., Central Region.....Raymond A. Jones
Dir., Western Region.....Claude L. McCue

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Calif. HOLlywood
4-5125. Claude L. McCue, Western Regional
Director.
102 E. Hubbard St., Chicago 11, Ill. Whitehall
3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS

247 West 46th St., New York 36, N. Y.
COlumbus 5-3687-8-9

NATIONAL OFFICERS

Honorary President.....Lawrence Tibbett
President.....John Brownlee
1st Vice-President.....Jascha Heifetz
2nd Vice-President.....Leopold Sachsse
3rd Vice-President.....Betty Stone
4th Vice-President.....Regina Resnik
5th Vice-President.....Tilda Morse
Treasurer.....Abba Bogin
Recording Secretary.....Elizabeth Hoepfel
National Executive Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO
2-2334. Lee Harris, Rep.
Financial Center Bldg., Oakland, Calif. Phone:
GL 2-1408, Charlotte Cohelan, Rep.
215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310.
Edward Davis, Rep.
100 W. Monroe St., Chicago, Ill. Phone: CE 6-9050.
Sanford Wolff, Rep.
704 Bellevue N., Seattle 2, Wash., Phone: CA
0438, George Peckham, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

110 West 57th St., New York, N. Y.
Phone: CIrcle 6-7130

President.....Georgie Price
1st Vice-Pres.....Penny Singleton
2nd Vice-Pres.....Joe Campo
3rd Vice-Pres.....Joe Evans
Treasurer.....Joe Smith
Recording Secy.....Sally Winthrop
Nat'l. Admin. Secy.....Jackie Bright

BRANCH OFFICES

110 W. 57th St., N. Y. 19, N. Y.; Phone: CI 6-7130
Eastern Regional Director.....Lou Smoley
64 W. Randolph St., Chicago, Ill.; Phone: CEntral
6-5561
Mid-West Regional Director.....Ernie Fast
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone:
HOLlywood 4-8281
Western Regional Director.....Irvin Mazzei

FUNCTIONS

A branch of the Associated Actors and Artistes of America (AFL-CIO); AGVA is the labor union for performers in the Variety Field of the entertainment industry.

AMERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill.
CEntral 6-8306

OFFICERS

President.....D. Maynard Phelps
Pres.-Elect.....Wendell L. Smith
Vice-Pres.....Hugh G. Wales
Vice-Pres.....Bay E. Estes, Jr.
Vice-Pres.....Frank H. Mansfield
Secretary.....Schuyler F. Otteson
Treasurer.....Leroy F. Church
Exec. Dir.....William C. Gordon, Jr.

BRANCH OFFICES

43 Chapters in the U.S. & Canada



ORGANIZATIONS



ment of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

750 3rd Ave., New York, N. Y.
Murray Hill 5-2000

OFFICERS

President William Dwight
Vice-President D. Tennant Bryan
Secretary Walter J. Blackburn
Treasurer Mark Ferree
General Manager Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone:
Franklin 2-3746; George N. Dale, Chairman.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
Murray Hill 8-8800

President Paul Cunningham
Vice-President Louis Bernstein
Vice-President Otto A. Harbach
Secretary John Tasker Howard
Asst. Secretary Geo. W. Meyer
Treasurer Frank H. Connor

BOARD OF DIRECTORS

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BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

501 Madison Ave., New York 22, N. Y.
ElDorado 5-7281

OFFICERS

President Edythe Fern Melrose
House O'Charm, WXYZ-TV, Detroit, Michigan
Vice-President, Eastern Area Betty Butterfield
WAAT, WATV, Newark, N. J.
Vice-President, Central Area Martha Crane
WLS, Chicago, Illinois
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WLW-A, Atlanta, Georgia
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KSFA, Nacogdoches, Texas
Vice-President, Western Area Marian K. Rowe
KPX, San Francisco, California
Secretary-Treasurer Nena Badenach
Nat'l Society Crippled Children, Adults, Inc., N. Y.

Executive Secretary Margo Anderson
501 Madison Avenue, New York

DIRECTORS-AT-LARGE

Jeanne Bacher, KGST, Fresno, Cal.; Ruth Goldberg, NYC; Bea Johnson, KMBC, KFRM KMBC-TV, Kansas City, Mo.; Henrietta Kieser, Bosell and Jacobs, Inc., Omaha, Neb. Martha Rupprecht, CBS-TV, NYC.

CHAPTERS

California, Fresno, D. C., Florida, Atlanta, Columbus (Georgia) Heart-Of-America (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota), Chicago, Indianapolis, Washington, D. C., New Orleans, Maryland, Detroit, Minnesota, Kansas City, St. Louis, Omaha, New England (including New England states), Northern New Jersey, Central New York, New York City, New York State's Capital District, Western New York, Akron-Portage Trail (Ohio), Ohio, Ohio-Western Reserve, Oklahoma-Sooner, Philadelphia, Pittsburgh-Gateway, South Carolina-Piedmont, Texas (Deep in the Heart of), Houston (Texas), Wichita-Air Capital.

American Women in Radio and Television, Inc. is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community, and her country.

ART DIRECTORS CLUB OF NEW YORK

115 East 40th Street, New York 16, N. Y.
Phone: Murray Hill 5-4340

OFFICERS

President Walter Grotz
1st Vice-Pres. Robert H. Blattner
2nd Vice-Pres. Edward R. Wade
Secretary Georg Olden
Treasurer Mahlon A. Cline

FUNCTIONS

To elevate the standard of integrity, honor and courtesy, and the quality of service rendered in the practice of the vocation of the Art Director. To encourage and maintain, honesty, frankness and fairness in all matters involving Art Directors and those with whom they deal.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
Circle 6-1379

OFFICERS

President Eddie Elkart
Vice-Presidents Larry Barnett, Hattie Althoff
Jack Russell, James Lamagan, H. C. Moore, Wm. J. O'Halloran
Secretary Milton Berger
Treasurer Joseph Singer
Counsel Abraham Males

BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
754 Century Bldg., Pittsburgh, Pa.
116 New Montgomery, San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

FUNCTIONS

The promoting of high ethical standards in the conduct of the business of artist's representatives and the fostering of better understanding among the people engaged in such business and the amusement field generally. To protect the agents.

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N. Street, N. W., Washington 6, D. C.
Phone: DE 2-9300



ORGANIZATIONS



OFFICERS

President Dr. Kenneth Harwood
 Secy.-Treas. Richard M. Brown
 Vice-Pres. Robert J. McAndrews
 Directors Danley Feddersen, Sydney Head,
 Herbert Krueger, Leo Martin, Ward Quaal, Lee
 Ruwitch, Glenn Starlin
 Exec. Secretary Fred Garrigus

FUNCTIONS

The purpose of the Association is to promote better understanding between broadcasters and schools which offer pre-professional training in the broadcast media.

ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.
 1 West 47th St., New York 36, N. Y.
 PL 9-8470

Chrm. of Board Sydney M. Kaye
 President Charles A. Wall
 Vice Presidents Richard F. French,
 Benjamin V. Grasso, Karl F. Bauer, Leonard Feist
 Secretary Robert J. Burton

FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
 Empire 3-8046

OFFICERS

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 Exec. V. P. H. E. Whitehead
 Vice-Pres. G. C. Clarke, E. T. Gater, J. J. McGill, J. C. Miller
 V. P., Treas. A. B. Yeates
 Gen. Mgr., Sec'y B. E. Legate

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FUNCTIONS

An organization of Canadian companies promoting long-range, scientific development of advertising and marketing.

ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.
 Phone: District 7-5412

OFFICERS

President Jack Harris
 1st Vice-Pres. Charles H. Crutchfield
 2nd Vice-Pres. Donald D. Davis
 Secy.-Treas. Harold Gross
 Ass't. Secy.-Treas., Exec. Dir. Lester W. Lindow

BOARD OF DIRECTORS

Jack Harris, Charles H. Crutchfield, Harold Gross, C. Howard Lane, J. H. DeWitt, Jr., Harold Hough, P. A. Sugg, Robert D. Swezey, David M. Baltimore, Harold C. Stuart, Donald Dwight Davis, John S. Hayes, Joseph Baudino, Lawrence H. Rogers, II, Carter M. Parham, Ward Quaal, Roger Clipp, Joseph B. Epperson, Lester W. Lindow.

FUNCTIONS

MST is dedicated to insuring maximum television service to the American people. Consistent with this objective it favors efforts to expand and develop television service throughout the United States but opposes any compromise or deterioration of the technical quality or service now being provided.

ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.
 Oxford 7-5950.

OFFICERS

President Paul B. West
 Vice-Presidents: Cy Norton, Lowell McElroy, J. M. Allen
 Vice-President, Secy. Peter W. Allport
 Treasurer David S. Frost
 Chairman of the Board Ralph Winslow
 Koppers Co., Inc.
 Vice-Chairman Henry Schachte
 Lever Bros. Co.

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSOCIATION OF RADIO-TELEVISION NEWS ANALYSTS

24 East 39th Street, New York 16, N. Y.
 OXford 7-5300

President Quincy Howe
 Vice-President Joseph C. Harsch
 Vice-President W. W. Chaplin
 Executive Committee H. V. Kaltenborn,
 Chet Huntley, John MacVane
 Secretary Larry Lesueur
 Treasurer Cesar Saerchinger
 Assistant Secretary-Treasurer Allen Jackson

FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
 MUrray Hill 9-4950

OFFICERS

President William L. Shirer
 Vice-President John Brick
 Secretary Irmengarde Eberle Koehler
 Secretary to the Council Luise M. Silcox
 Membership Secretary Edith Mackin

COUNCIL

Cleveland Amory, Richard Bissell, Howard Breslin, Ernestine Bilibeth Carey, Bruce Catton, Margaret Cousins, Jonathan Daniels, Hildegarde Dolson, Michael Drury, Lewis Gannett, Alan Green, John Hersey, Helen R. Hull, Elizabeth Janeway, Norman Katkov, Robert J. Landry, John Lardner, Merle Miller, Ralph O. Moody, Marianne Moore, John O'Hara, Bentz Plagemann, Marjorie Hillis Roulston, Grace Zaring Stone, Rex Stout, Alvin Tresselt, Mark Van Doren, Glenway Wescott, Theodore White.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
 MUrray Hill 9-4950

OFFICERS

President Moss Hart
 Vice-President Rex Stout
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 Executive Secretary Luise M. Silcox

COUNCIL

Cleveland Amory, Betsey Barton, Richard Bissell, Howard Breslin, John Brick, Ernestine Bilibeth Carey, Margaret Cousins, Jonathan Daniels, Hildegarde Dolson, Michael Drury, Samuel Grafton, Alan Green, John Hersey, Helen Hull, Elizabeth Janeway, Norman Katkov, Lenard Kaufman, Christopher LaFarge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Merle Miller, Ralph O. Moody, Ann Petry, Bentz Plagemann, Marjorie Hillis Roulston, Rex Stout, Alvin Tresselt, Theodore White; Hays, St. John, Abramson and Heilbron, Counsel.



ORGANIZATIONS



FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

437 Fifth Ave., New York 16, N. Y.
Murray Hill 5-0888

OFFICERS

Chmn. of Bd. Thomas F. O'Neil
(Chmn. Bd., RKO Teleradio Pictures)
Vice-Chmn. Robert E. MacNeal
(President, Curtis Publishing Co.)
Vice-Chmn. Felix W. Coste
(Vice-Pres., Coca-Cola Co.)
Chmn. Exec. Committee John H. Breck, Jr.
(Exec. V. P., John H. Breck, Inc.)
Treasurer Louis Hausman
(Vice-Pres., CBS-Radio)
Asst. Treas. Robert L. Connelly
(Vice-Pres., Drexel Furniture Co.)
President Henry E. Abt
Conducts a continuous year-round educational program in all informational media, purpose of which is to emphasize to the public the benefits and services of manufacturers' brand names, brand competition and brand advertising.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS

North American Rep. Barrie Thorn
Ch. Ass't. G. del Strother
Program Assistant Lillian Lang
News Ass't. Barbara Gellman
Transcription Assistant Marion Moss
Chief Engineer Arthur S. Toby

BRANCH OFFICES

United Nations Office Room C-309, United Nations,
N. Y. Plaza 4-1234, Ext. 3121. F. D. Walker, U. N.
Correspondent.
907 Natl. Press Bldg., Washington, D. C. Phone:
Executive 3-1465. Christopher Serpel, Douglas Willis,
Washington correspondent.

BRITISH INFORMATION SERVICES, RADIO-TV DIVISION

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-5100

Director Rodney C. Chalk

FUNCTIONS

Produce and distribute Radio-TV public service programs: film and tape news features.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.
ORegon 9-2968

OFFICERS

Exec. Dir. S. Franklin Mack
Assoc. Exec. Dir. Wesley B. Goodman
Bus. Mgr. Arthur W. Rhinow
Dir., Program Oper. Ben E. Wilbur
Dir., of Films Alexander B. Ferguson
Dir., Program Prom. Albert R. Crews
Dir., of Special Proj. Arthur Austin
Dir., Best Tng. Charles H. Schmitz
and Enlistment
Assoc. Prod. Richard A. Cobb
Dir., Film Dist. Margaret Carter

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLLYWOOD 4-7464. George Heimrich, Director.

BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.
Murray Hill 7-1668

Manager Martin Lawrence
Editor Julianne (Judy) Dupuy

FUNCTIONS

Publishers of TV film program directories; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film."

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
PLaza 9-1500

OFFICERS

President Carl Haverlin
Vice-President—General Counsel Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer
Charles A. Wall
Vice-Pres. in Charge of Non-Radio License
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Vice-Pres. in charge Station Relations Glenn Dolberg
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Administration Robert J. Burton
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Ass't. VP in charge Publisher & Writer Relations
(West Coast) Richard L. Kirk
Ass't. VP in charge Publisher Relations Theodora Zavin
Comptroller Edward J. Molinelli
Ass't. Treas. & Secretary Robert J. Higgins

BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover
3-5394.
1549 N. Vine St., Hollywood 28, Calif. Phone:
HOLLYWOOD 4-7447.

BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Joseph E. Baudino,
Alfred R. Beckman, Julius Brauner, John Elmer, Carl
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Cooke, Richard Crans, Graeme Fletcher, Bob Fuller,
Wayland Fullington, Al Marlin, Dorsey Owings, Lin
Pattee, Ken Sparnon, Burt Squire.

FUNCTIONS

The function of BMI is to license to music users public performing rights in the music of a group of affiliated publishers, writers and organizations.

BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.
Phone: PLaza 9-1500

President John F. Patt
1st Vice-Pres. Frank E. Pellegrin
Vice-Pres. Victor C. Diehm, William H.
Fineshriber, Jr., Charles Godwin, Frank Silvermail
Secretary Raymond F. Guy
Treasurer Charles A. Wall
Exec. Sec'y. M. H. Shapiro

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purpose of friendship and education. The Club shall be a central house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

BROADCASTERS' PROMOTION ASS'N., INC.

20 N. Wacker Dr., Chicago, Ill.
Phone: ANdover 3-0800
New York 17, N. Y.
Phone: MURRAY Hill 7-0808

OFFICERS

President Elliott W. Henry, Jr.
First Vice-Pres. Charles A. Wilson
WGN, WGN-TV, Chicago
Second Vice-Pres. Montez Tjaden



ORGANIZATIONS



KWTV, Oklahoma City, Okla.
Secy.-Treas. William Pierson

FUNCTIONS

A non-profit organization dedicated to the advancement of radio and television broadcasting.

BOARD MEMBERS

Bruce Wallace, WTMJ, Milwaukee; Haywood Meeks, WMAL-TV, Washington, D. C.; Roy C. Pedersen, WDAY, Fargo, N. D.; Samuel Elber, WERE, Cleveland; Gene Gadt, WCCO-TV, Minneapolis; Marion Annenberg, WDSU, New Orleans; Joe Zimmerman, WFIL, Philadelphia; Joe G. Hudgens, KRNT, Des Moines; John M. Keyes, WMAQ, WNBQ, Chicago; Foster A. Brown, KMOX, St. Louis; Howard W. Meagle, WWVA, Wheeling, W. Va.; Paul Woodland, WGAL, Lancaster, Pa.

FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as an essential function in the broadcasting-televasting business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

THE BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. East, Toronto 12, Ontario
MAYfair 9464

BOARD OF DIRECTORS AND OFFICERS

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Vice-President Horace N. Stovin
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Research & Development Director Wilford L. Hudson
Executive Secretary & Treasurer Charles J. Follett

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FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada
CE 3-4035

President Vernon Dallin
Executive Vice-President T. J. Allard
Vice-President Radio D. A. Gourd
Vice-President Television G. Stirling
Secretary-Treasurer Flora Love
French Language Counsel Taschereau Fortier

DIRECTORS

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SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAlnut 2-3334. C. W. Fenton, Sales Director, Radio; Karl Steeves, TV.

FUNCTIONS

The Canadian Association of Radio and Television

Broadcasters is a voluntary trade organization of 146 privately owned (independent) radio broadcasting stations and 32 television stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.
Circle 6-5566

OFFICERS

President Walter Kiernan
Vice-Pres. William Gaxton, Pat O'Brien
Recording Secy. Paul A. Lilly
Historian Jane Taylor Lacina
Exec. Secy. George W. Buck
Chmn. Exec. Bd. Charles J. Maguire
Chaplain Rt. Rev. Msgr. Vincent J. Brosnan
Treasurer Rev Francis M. Costello

FUNCTIONS

Social and charitable organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

COMPOSERS AND LYRICISTS GUILD OF AMERICA

101 Park Ave., New York, N. Y.
LE 2-2333
12924 Sarah Street, North Hollywood, Calif.
HO 2-1353; SU 2-8377

President Laith Stevens
1st Vice-President Winston Sharples
2nd Vice-President Walter Schumann
3rd Vice-President David Terry
Secretary-Treasurer Mack David
Asst. Sec. Treasurer Ben Ludlow
Executive Secretary Elsa Clay

FUNCTIONS

CLGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

730 Fifth Ave., New York 19, N. Y.
Phone: COLUMbus 5-3530

OFFICERS

Founder & Director Charles Bernard
President Kurt A. Meer (KCUL)
Exec. V. P. Bruce Barrington (WEW)
Vice-Pres. Warren Roberts (WEAS)
Ass't. to the Pres. Jack Nobles (WMIE)
Secretary Kenneth Fimstahl (KEVE)
Treasurer Henry Hilton (KSOP)
Delegate at Large Morey DeVolt (KLAK)

FUNCTIONS

Sharing of Country and Western projects, research surveys, merchandising, promotion, and programming, in an effort to bring savings to the local station, which can be passed to national advertisers.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4950

President Oscar Hammerstein, 2nd
Vice-President Howard Lindsay
Secretary Sidney Kingsley

COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, Moss Hart, Lillian Hellman, Arnold B. Horwitt, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Alan Jay Lerner, Richard Lewine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Elmer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency, Mills Ten Eyce, Jr., Executive Secretary; Luise M. Silcox, Secretary to the Council; Hays, St. John, Abramson & Heilbron, Counsel.

FUNCTIONS

The national business organization of dramatists.



ORGANIZATIONS



EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
Murray Hill 5-2927

OFFICERS

Hon. Presidents..... Rt. Rev. Henry Knox Sherrill,
Rt. Rev. Horace W. B. Donegan
President..... Vinton Freedley
Vice-Presidents..... Rev. Randolph Ray,
Charles Coburn, Bobby Clark, Peggy Wood
Rec. Secy..... Rev. Chas. Breck Ackley
Treasurer..... John Knight
Exec. Secy..... Helen Morrison

COUNCIL

Very Rev. James A. Pike, Rev. John Ellis Large,
Rev. G. P. T. Sargent, Walter Abel, Dorothy Black-
burn, Sidney Blackmer, Leo G. Carroll, Helen Bonfils,
Margaret Dale, Boris Karloff, Tessa Kosta, Raymond
Massey, Robert Fryer, Carmen Mathews, Margery
Maude, John Morley, Basil Rathbone, Mrs. Chas. M.
Richter, Cornelia Otis Skinner, Frances Starr, Mason
Curry, James Jolley, J. P. Wilson, Mrs. Leonard C.
Feathers, Jean Dixon, John Alexander, William Adams,
Lorraine Sherwood.

FUNCTION

Cultural, social, philanthropic. Membership opened
to actors and friends of the theatre. Not denomina-
tional in its services. National headquarters, Church
of the Transfiguration (Little Church Around The
Corner.)

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington
25, D. C.
Executive 3-6800

PERSONNEL

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Commissioner..... Edward T. Tait
Commissioner..... Sigord Anderson
Commissioner..... William C. Kern
Commissioner..... Robert T. Secrest
Sec. to the Commission..... Robert M. Parrish
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General Counsel..... Earl W. Kintner
Director of Public Information..... S. F. Stowe
Dir., Bur. of Consultation..... Charles E. Grandey
Dir. Bur. of Economics..... Simon N. Whitney
Dir. of Hearing Examiners..... Everett F. Haycraft
Dir., Bur. of Investigation..... Harry A. Babcock
Dir., Bureau of Litigation..... Joseph E. Sheehy

BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.
Joseph L. Klein, Attorney in Charge. Cortlandt 7-7100.
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.
William F. Lemke, Jr., Mgr., Financial 6-0790.
Room 133, Federal Office Bldg., San Francisco 2,
Calif. Earl Van Wagoner, Mgr. KLondike 2-2350.
Room 811, U. S. Court House, Seattle 4, Wash.
Walter W. Harris, Manager. Mutual 3300.
Room 413, Masonic Temple Bldg., 333 St. Charles
St., New Orleans, La. William B. Lott. EXpress 2411.
Standard Bldg., Cleveland, Ohio; V. E. Taylor, Mgr.,
Pr. 1-6575
Washington Branch Acting Mgr., J. J. Gercke
Rm. 808 Sharp Bldg., Kansas City Mo. Floyd M.
Brown, Mgr., BA 1-7000
915 Forsyth Bldg., 86 Forsyth St., Atlanta, Ga.
Edward S. Ragsdale, Mgr., JA 2-4121

FUNCTIONS

Under several laws designed to promote free and
fair competition in interstate trade, the Commission
takes action against monopolistic and deceptive prac-
tices and publishes economic studies of factors af-
fecting the competitive economy.

FILM PRODUCERS ASSOCIATION OF NEW YORK

39 Broadway, New York 6, N. Y.
Phone: WHitehall 3-7376

President..... Nathan Zucker, Dynamic Films
Vice-Pres. Lee Blair, TV Film Graphics
Secretary..... Maxine Culhane, Culhane Prod.
Treasurer..... Edward Lamm, Pathscope
Public Rel. Counsel..... Wallace A. Ross
15 East 48th St., New York 17, N. Y., PLaza 1-1920

Legal Counsel..... John Wheeler, Wheeler & Alpert
39 Broadway, New York 6, N. Y., WH 3-7376

BOARD MEMBERS

F. C. Wood, Jr., Sound Masters; Peter Mooney,
Audio Prodn.; Walter Lowendahl, Transfilm; David
Pincus, Caravel Films; Stephen Elliot, Elliot, U & E;
Robert Lawrence, Lawrence Prodn.; Harold Wondsel,
WCD.

FUNCTIONS

At monthly meetings and through active committees,
FPA works to advance the motion picture industry in
all its branches—to achieve recognition for contribu-
tions made, disseminate information, stabilize labor
relations. Recently, FPA voted Associate Memberships
to a number of the laboratories and other services
and suppliers who wished to participate in the promo-
tion of the New York film industry.

FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6399 Wilshire Blvd., Los Angeles 48, Calif.
WE 6-1186

President..... John B. Kiefer
Secretary..... Maurice Buchen

THE FRENCH BROADCASTING SYSTEM (RADIO DIFFUSION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director..... Pierre Crenesse
Ass't. Dir..... Alice Lewitt
Administrator..... Suzanne Weltman
Program Director..... Maxine Skwirsky
Public Relations..... Robert Powers

FUNCTIONS

The activities of the French Broadcasting System in
North America are twofold: on the one hand, for the
purpose of strengthening the good will and understand-
ing between France and the U. S., it distributes to in-
dependent stations all over the country English-lan-
guage programs prepared in Paris for North American
listeners, covering all aspects of life in France today;
on the other hand, it keeps French listeners informed
of all events taking place in America today.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
LEhigh 5-5100

OFFICERS

President..... Donald G. Fink
Vice-Pres. C. E. Granqvist
Treasurer..... W. R. G. Baker
Secretary..... Harnden Pratt
Editor..... J. D. Ryder
Exec. Sec'y..... G. W. Bailey

DIRECTORS

G. S. Brown, R. I. Cole, W. H. Doherty, G. A. Fowler,
A. N. Goldsmith, H. R. Hegbar, J. T. Henderson, E.
W. Herold, A. V. Loughren, R. L. McFarlan, K. V.
Newton, D. E. Noble, A. B. Oxley, F. A. Polkinghorn,
E. H. Schulz, Samuel Seely, D. B. Sinclair, Ernst Weber,
J. R. Whinnery.

FUNCTIONS

An incorporated non-profit organization having as
its object the advancement of the theory and practice
of radio and electronics, including allied branches of
engineering and all related arts and sciences.

JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 Broadway, New York 36, N. Y.
PLaza 7-5237

Chairman, Bd. of Trustees..... Wm. Degen Weinberger
President..... Eddie Cantor
Exec. Vice-Pres. Harry E. Gould
1st Vice-Pres. George Jessel
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Wm. Morris, Jr., James Sauter, Milton Weintraub.
Treasurer..... Abe Lastfogel
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ORGANIZATIONS



Legal Committee.....Henry M. Katz
Chaplain.....Rabbi Abraham Burstein
Executive Secretary.....Leonard B. Sang

FUNCTION

Non-sectarian theatrical assistance agency.

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N.W., Washington 6, D. C.
 HUDSON 3-6620

Chairman.....Dr. Albert N. Jorgensen, Nat'l Assn.
 of State Universities
Vice-Chairman.....James H. Denison, Assn. of
 Land-Grant Colleges and State Universities.
Executive Director.....Ralph Steetle
Ass't. Dir......David C. Stewart
Eng. Cons......Cyril M. Braum

JCET MEMBERS

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 ministrators; Dr. Carroll V. Newsom, American Council
 on Education; Dr. Edgar Fuller, Council of Chief
 State School Officers; Dr. Harry K. Newburn, Educa-
 tional Television and Radio Center; Dr. Burton Paulu,
 Nat'l Assn. of Educational Broadcasters; Edward L.
 Ryerson, National Citizens Committee for Educational
 Television; Mrs. Cecil S. Garey, Nat'l Congress of
 Parents & Teachers; Dr. Lyle Ashby, National Education
 Association of the United States.

FUNCTIONS

The JCET represents national educational interests
 in TV channels reserved for education.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
 JUDSON 2-1515

OFFICERS

Shepherd.....William Gaxton
Boy.....Loring Smith
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Frank Thomas, Jr.
Treasurer.....Frank Leslie
Librarian.....Ed Begley

DIRECTORS

Mickey Alpert, Edward H. Ford, John W. Hundley,
 Jack Whitting, Martin Begley, Joseph S. Buhler, Henry
 Gladstone, H. Pierson Mapes, Conrad Nagel, Eddie
 Dowling, Bert Lahr, Herman Phillips, Clarence Jacob-
 son, Thomas MacLeod, Emil Friedlander.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Wal-
 ter N. Greaza.

FUNCTIONS

The object of this club shall be the promotion of
 social intercourse among persons, engaged profession-
 ally in the drama, music, authorship, and the fine
 arts, as well as friends of those professions, and the
 collection and preservation of objects of interest
 thereto, and the creation and maintenance of funds
 for the benefit of persons engaged professionally in
 the drama, music, authorship and the fine arts who
 shall be in need of financial aid or assistance, to be
 disbursed in the discretion of the Council of the Club.

LEAGUE OF ADVERTISING AGENCIES, INC.

1220 W. 42nd St., New York 36, N. Y.
 LACKAWANNA 4-9735

OFFICERS

President.....Lester Harrison
Exec. Sec'y.....Julian Ross
Vice-Presidents.....Bernard M. Reiss, Alfred
 J. Siesel, Max Pearlman
Secretary.....Ben Bliss
Treasurer.....Hy Blumberg
Legal Counsel.....Louis N. Field, Morton J. Simon
Fiscal Advisor.....Lucius H. Coleman
Public Relations Counsel.....Bosh Stack

MOTION PICTURE INDUSTRY CREDIT GROUP, NATIONAL ASSOCIATION OF CREDIT MEN

229 Fourth Ave., New York 3, N. Y.
 OREGON 4-5100

Chairman.....Joseph A. Tanney
Vice-Chairman.....Kern Moyse
Secretary.....William McAdom

EXECUTIVE COMMITTEE

Kern Moyse, S. C. Bobbins, Daniel Nemeth, Joseph
 Tanney, Anthony Termini.

FUNCTIONS

Provides credit-reporting services and credit group
 activities (basically a monthly membership meeting).
 Credit reports of several varieties and provides con-
 tinuous information on financial status of mutual cus-
 tomers. Membership open to organizations supplying
 services, facilities, equipment or supplies to motion
 picture and television.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, NO. 22102, A.F.L.- C.I.O.

1270 Sixth Avenue, New York 20, N. Y.
 CO. 5-7362

President.....Robert Miller
Vice-President.....Joe Sontly
Treasurer.....Jack Perry
Executive Secretary.....Bob Miller

MEMBERS OF EXECUTIVE COUNCIL

Bob Baumgart, Bert Haber, Leo Diston, Mickey
 Garlock, Mac Kooper, Jerry Lewin, Bernie Pollack,
 Sammy Smith, Murray Luth, Moe Shulman, Ed Burton.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer,
 Regional Dir.; 1491 N. Vine St., Hollywood, Cal.,
 Lucky Wilber, Regional Dir.; 225 - 26th St., Santa
 Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St.,
 Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

460 Park Ave., New York, N. Y.
 PLAZA 1-1930

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....Louis Bernstein
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Maurice Scopp
Agent and Trustee.....Harry Fox

NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

9216 Sunset Blvd., Los Angeles 46, Calif.
 Phone: CReStview 4-5209

Exec. Secy......Thomas Freebairn-Smith
 200 Central Park South, New York 19, N. Y.
 Phone: JUDSON 6-3833

Exec. Dir......Kenneth Leedom

NATIONAL OFFICERS

President.....Ed Sullivan
1st Vice-Pres......Harry S. Ackerman
2nd Vice-Pres......Mark Goodson
Secretary.....Robert Longenecker
Treasurer.....Lawrence Langner

CHAPTER OFFICERS

(Los Angeles)
President.....Harry S. Ackermann
1st Vice-Pres......Sheldon Leonard
2nd Vice-Pres......Frederick de Cordova
Secretary.....Jane Wyatt
Treasurer.....Loren L. Ryder
 (New York)
President.....Mark Goodson
1st Vice-Pres......Robert F. Lewine
2nd Vice-Pres......Hubbell Robinson, Jr.
Secretary.....William J. Bratter
Treasurer.....Lawrence Langner

FUNCTIONS

National non-profit organization dedicated to ad-
 vancement of arts and sciences of television. One of
 most important functions is annual awarding of the
 coveted "Emmy" for outstanding achievement in tele-
 vision industry.

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
 WEbster 4-7830



ORGANIZATIONS



OFFICERS

President.....Mrs. Clara S. Logan
Vice-Pres.....Dr. Lee DeForest
Secretary.....Mrs. Victor Roberts
Treasurer.....Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
Judson 2-5130

OFFICERS

National Chairman.....Oliver W. Nicoll

COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592. H. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HILLSide 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.
WA 2-2462

International President.....George Smith
International Vice-President.....Eugene Klump
International Exec. V. P.....G. Tyler Byrne
International Sec'y-Treasurer.....Arthur Hjorth
Canadian Sec'y-Treasurer.....Jiacoimo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 373 Church St., Toronto, Ont.; 35 Court St., Buffalo; 1410 Stanley, Montreal, P. Q.

FUNCTIONS

NABET has contracts for its 5,500 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

13 Gregory Hall, Urbana, Ill.
Urbana 7-6611, Ext. 3394

OFFICERS

President.....Burton Paulu
Vice-President.....Richard Hull
Treasurer.....Robert J. Coleman
Secretary.....Jack McBride
Executive Director.....Harry J. Skornia

DIRECTORS

Region I: Arthur Weld, Jr., Syracuse U.; Region II: Vernon Bronson, Dade County Bd. of Public Instruction, Miami, Fla.; Region III: Ola Hiller, WFBE, Flint, Michigan Public Schools; Region IV: Richard F. Vogl, Iowa State College, Iowa; Region V: Robert Schenkkan, University of Texas, Austin; Region VI: Edwin Adams, University of Washington, Seattle.

BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegel, Past President

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President.....Fred Waring
General Counsel.....Alfred Rice

FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.
TRafalger 9-6070

Officers

President.....Peter Goelet
Exec. Vice-Pres.....Bernard F. Kamins
Treasurer.....David J. Colton
Secretary.....Harriet Williams

Branch Offices

239½ S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUniper 5-7575, Hal Light, Coordinator.

Functions

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.
Murray Hill 6-3535

OFFICERS

Chmn. of Bd.....William G. Werner
Vice-Chmn.....Lowell Schumway
President.....Kenneth B. Willson
Exec. V. P.....Allan E. Bachman
Secretary.....William E. Steers
Treasurer.....Wallace E. Campbell

DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Schumway, Frank F. Soule, John A. Sooner, William E. Steers, William G. Werner.

FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

714 Perpetual Bldg., 1111 E. St., N. W. Washington 4, D. C.

Phone: ME 8-1415

President.....George J. Barco
Vice-Pres.....Glen Flinn



ORGANIZATIONS



Treasurer Clive Runnells, Jr.
Secretary A. J. Malin
Exec. Dir. Edward P. Whitney

FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NAT. TELEVISION FILM COUNCIL

1639 Broadway, New York 19, N.Y.
Judson 6-5444

OFFICERS

Honorary Lifetime Pres. Melvin L. Gold
President Robert Gross
Exec. V. P. William J. Reddick
Exec. Sec'y. Bernie Haber
General Sec'y. Sally Perle
Treasurer Lou Feldman
V. P., Production Hal Seeger
V. P., Distribution Sydney A. Mayers
V. P., Agencies Don T. Widlund
V. P., TV Stations Edward Hamilton
V. P., Membership Joseph T. Dougherty

DIRECTORS

John J. Schneider, Chr.; Dr. Alfred N. Goldsmith, E. P. Genock, Waldo Mayo, Arche A. Mayers, Marshall G. Rothen, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas, Peter Keane.

FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

1674 B'way, New York 19, N. Y.
Columbus 5-0956

OFFICERS

President Louis Handin
Treasurer Lester Rose

DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Frank O'Connell, Edna Osborne, Lillian Söllisch, Joe Woods, Lillian Weed, Lou Willis.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
Circle 5-4343

OFFICERS

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Vice-President Edith Wilson
Executive Secretary Virginia Girvin
Treasurer A. Edward Walters
Recording Secretary Evelyn Davis McBride
Admin. Sec'y. Thomas W. Moseley
Chaplain Dr. John H. Johnson
Counsel Simon Finestine, Percy Sutton

NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.

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1st Vice-Pres. Alfred Turk
2nd Vice-Pres. Thomas D. Zumbo
Secretary Edward V. McCarthy
Treasurer Benjamin Finkelstein
Financial Sec'y. James Antone
Sergeant-at-Arms James J. Pierce

PHILA. RADIO & TV BROADCASTERS ASSOC.

215 South Broad St., Philadelphia 7, Pa.

President Robert A. Klein
Vice-President Patrick J. Stanton
Secretary John R. Mahoney
Treasurer William B. Caskey
Executive Director Austin Marshall

BRANCH OFFICE

Radio Station WPEN, 2212 Walnut St., Philadelphia 3, Pa. LOcust 4-6000

FUNCTIONS

To initiate and promote studies of all phases of radio and television broadcasting.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
Columbia 5-7362

OFFICERS

Honorary President Rocco Vocco
President Robert Miller
Vice-President Joseph Santly
Treasurer Jack Perry
Executive Director Bob Miller
Board of Governors Bob Baumgart,
Bert Haber, Leo Diston, Mickey Garlock, Mac
Kooper, Moe Shulman, Bernie Pollack, Jerry Lewin,
Sammy Smith, Bob Baumgart, Ed Burton.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director Morton Schaefer
1491 N. Vine St., Los Angeles, Calif.
Regional Director Lucky Wilber
36 E. 5th St., Cincinnati, O.
Regional Director Danny Engel
225 - 26th St., Santa Monica, Calif.
Regional Secretary Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

Two Park Ave., New York 16, N. Y.
Phone: LE 2-8902

Director W. J. Convery Egan
Deputy Dir. Thomas H. Brown, Jr.
Ass't Dir. John L. Dunning
Program Dir. Mucio Delgado
PR Dir. Akton Kastner
Tech. Dir. Claude Harris
Deputy Eur. Dir. (Munich) Erik Hazelhoff
Mng. Dir. (Lisbon) Henry Lolliot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 29 transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

RADIO ADVERTISING BUREAU INC.

460 Park Ave., New York 22, N. Y.
Murray Hill 8-4020

OPERATING GROUP

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Vice-President and General Manager John F. Hardesty
V.P., Dir. of Sls. Admin. Sherill W. Taylor
Director of Promotion Miles David
Asst. Sec'y.-Treas. William L. Morison

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Treasurer John S. Hayes
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Washington Post Bcst. Div.

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ORGANIZATIONS



WMRN, Marion, Ohio; Weston C. Pullen, Jr., Time, Inc., New York, N. Y.; William E. Rine, Storer Broadcasting Co., Cleveland, Ohio; Paul Roberts, MBS, New York, N. Y.; Don Searle, KXXX, Colby, Kans.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Donald W. Thornburgh, WCAU, Philadelphia, Pa.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION

527 Lexington Ave., New York 17, N. Y.
Plaza 1-2720

OFFICERS

President..... Julian Anthony
1st Vice-President..... Nick Archer
2nd Vice-President..... Herb Schwartz
Sergeant-at-Arms..... George Jordan
Secretary..... Ruth Marcink
Ass't Sec'y..... Charles Campbell
Treasurer..... Richard Milbauer
Exec. Sec'y..... Marie A. Durso

BOARD OF GOVERNORS

Chairman: Lou Hutt; Julian Anthony, Nick Archer, Robert F. Donahue, Roy D. Edwards, George Jordan, Burt Reinhardt.

FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
Plaza 9-0949

OFFICERS

President..... Kirk Alexander
1st Vice-President..... Stuart Phelps
2nd Vice-President..... Clifford Braun
3rd Vice-President..... Harold Davis
Secretary..... Tom Donovan
Treasurer..... John Dillon
Exec. Dir..... Newman H. Burnett

NATIONAL BOARD

New York: Kirk B. Alexander, Lamar Casselli, Hal Davis, John J. Dillon, Tom Donovan, H. Wesley Kenney, Robert Priaulx, Ken Fickett, Ralph F. Warren.

Hollywood: Jack Donahue, John F. Shea, Jr., Mikel Kane, William A. Bennington, Stuart W. Phelps.

Cleveland: Carl Heise.

Washington: Frank Slingland.

Detroit: Shields Dierkes.

Chicago: Herbert J. Cuniff.

BRANCH OFFICES

New York Local, 114 E. 62nd St., NYC, Exec. Sec'y., Newman H. Burnett.

Hollywood Local, 7046 Hollywood Blvd., Hollywood 28, Cal., Exec. Sec'y., Elizabeth Gould.

Chicago Local, Box 3391, Merchandise Mart, Chicago 54, Ill., Pres., Clifford Braun.

Detroit Local, 202 Stephenson Bldg., Detroit, Mich., Pres., Shields Dierkes.

Washington Local, Sheraton Park Hotel, Washington 8, D. C., Pres., Frank Slingland.

Cleveland Local, 815 E. Superior Ave., Cleveland 14, Ohio, Pres., Carl Heise.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and stage managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

Hotel Biltmore, New York 17, N. Y.
Phone: Murray Hill 9-3480

OFFICERS

President..... John C. Daly
1st Vice-President..... Bernard Goodwin
2nd Vice-President..... Norman Glenn
3rd Vice-President..... Geraldine Zarbaugh
Secretary..... Omar F. Elder, Jr.
Treasurer..... Frank Pellegrin
Executive Director..... Claude Barrere

BOARD OF GOVERNORS

Ted Bergmann, Kenneth Bilby, Robert Jay Burton, Maggi Eaton, Norman Glenn, Norman Gluck, Robert J. Leder, Mary McKenna, Harold B. Mers, Sam Slate.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.
NAational 8-3120

President..... Edward P. Morgan (ABC)
Vice-President..... Julian Goodman (NBC)
Secretary..... Lewis W. Shollenberger (CBS)
Treasurer..... Ann M. Corrick
Members-at-large..... Arthur F. Barriault (NBC);
Edward P. Ryan (WTOP); James A. Gertz (Mutual).

FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

RADIO-ELECTRONICS-TV MANU- FACTURERS ASSOCIATION OF CANADA

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WAInut 1-2898

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FUNCTIONS

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ORGANIZATIONS



FUNCTIONS

Professional Association working to maintain and improve standards of Radio and TV journalism. Prints monthly news Bulletin, presents annual awards for excellence in news Bulletin, presents annual awards for excellence in news broadcasting, and annual workshop conventions.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSO- CIATIONS

P. O. Box 1795
Panama, City, Panama

President Fernando Elea

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

SCREEN ACTORS GUILD

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Hollywood 9-7311

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FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif.
CRestview 6-3123
292 Mad. Ave., c/o Zissu & Marcus,
MU 3-0966

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FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SCREEN DIRECTORS INTERNATIONAL GUILD

507 Fifth Ave., New York 17, N. Y.
Oxford 7-9580

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FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y.
Circle 6-2536

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BRANCH OFFICE

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Hollywood 2-1108



ORGANIZATIONS



FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

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Hollywood 9-7254

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Represents 64 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

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FUNCTIONS

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STATION REPRESENTATIVES ASSOCIATION, INC.

101 Park Avenue, New York 17, N. Y.

Murray Hill 5-4141

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CRestview 5-1162

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Editor (Daily Variety).....Joe Schoenfeld
612 N. Michigan Ave., Chicago 11, Ill.
Manager.....Don Wilson
1292 National Press Bldg.
Washington 4, D. C.
Bureau Head.....Herman A. Lowe
8 St. Martin's Pl., Trafalgar Square, W-C-2,
London, England
Bureau Head.....Harold Myers

RADIO

FM STATIONS

LOCATION, CALL LETTERS, CHANNEL,
FREQUENCY, ERP, ANTENNA HGT.,
LAT.-LONG.

COMMUNITY TV ANTENNA SYSTEMS
"EMMY" WINNERS — 1957
CAUSES OF BUSINESS FAILURES
HOW TO APPLY FOR AN
FCC LICENSE
TV BIBLIOGRAPHY

ANNUAL

1958

True Evaluation Of FM Radio Is Gradually Coming To Light



By **RAY STONE**
Broadcast Supervisor
Maxon, Inc.

BUYING radio time from seven to nine o'clock in the morning is not unusual these days. It now appears that the advantages of early morning radio were concealed for many years. It is probable the present advantages of FM radio are also concealed by various broadcasting industry problems which result in the practical evasion of FM radio by most national advertisers.

It is true much FM radio is duplicated AM radio but it is inconceivable that the average FM set would be purchased either at double or many times the cost of the usual AM set just to obtain the technical benefit of the elimination of interference or static. The considerable additional expenditure appears to be made by persons who expect to hear radio programs not conveniently available or absent from regular AM radio fare and who ultimately realize this expectation through FM. Without this realization, FM receivers would not continue to be sold in increasing quantities.



Contrary to many opinions, FM listeners are not, basically, AM listeners. The competition for audience between the two aural mediums is no greater than that which exists within all advertising media. This belief is substantiated by the fact that not many FM homes are to be found in any area where AM-FM duplication only has occurred. FM homes in any area are in direct proportion to the quantity and quality of the unduplicated FM effort. The FM programs tend to be on the more serious side. The FM audience tends to have more adult characteristics and more disposable income.

Sooner or later, FM stations will be more effectively programmed, researched and promoted on a group basis. Who will get what from such organization? It seems:

1. The public would get a more extensive, different and generally higher level of radio programming with better listening qualities.
2. The station could offer better community service and obtain greatly increased income from clients not now placing business.
3. The advertiser and agency will have a new advertising medium that can deliver a desirable audience at low cost.
4. The manufacturer of sets, transmitters

and related products will gain increased demand.

5. Distributors and retailers of sets and related equipment can sell a higher cost product with proportionate higher profit.

6. Service shops will benefit from increased repairs required to maintain performance of FM sets.

7. Record companies and tape manufacturers will acquire greater demand for their products through increased consumer interest brought about by the unique and different FM programs.

These few enumerated advantages of stronger FM organization in the future are only a question of size and not of kind, for they are within FM radio now.



The more direct advantages that FM can presently offer the national advertiser are:

1. An unduplicated, *adult* audience noticeably free of teenagers and children.
2. An adult listener who has higher income, higher occupational status and more education than the average AM listener or TV viewer.
3. A large, influential and prosperous segment of most major markets. Those people who buy the specialized and more expensive products along with more of most everything else.
4. Constant geographical coverage. No difference in day or night reception such as exists in AM radio. This coverage is also extensive—as extensive as many TV stations.
5. Better reception that is high in quality and free of interference or static.
6. A sizable audience delivered at attractive cost—equal or lower than any other advertising medium.

FM radio offers advantages today. FM tomorrow will offer the then accepted same advantages.

FM radio does exist and can not continue to be ignored by national advertisers. FM already has made its place and has its part to play. Inevitably, the time of complete recognition has to come.

F M S T A T I O N S I N O P E R A T I O N

Licensed FM stations on the air as of January 1, 1958 were as follows. This list does not include CPs granted or CP stations on the air.

As of Jan. 1, 1958

City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
ALABAMA							
Albertville	WAVU-FM	86	105.1	4.5	360	34.24	86.16
Alexander City	WRFS-FM	91	106.1	4.6	240	32.95	85.99
Andalusia	WCTA-FM	51	98.1	10.0	200	31.32	86.45
Anniston	WHMA-FM	63	100.5	3.6	140	33.67	85.85
Birmingham	WAFM	58	99.5	72.0	780	33.49	86.80
	WJLN	84	104.7	23.0	590	33.48	86.81
	WBRC-FM	95	106.9	15.0	800	33.49	86.80
Clanton	WKLF-FM	65	100.9	.370	255	32.84	86.68
Cullman	WFMH-FM	66	101.1	5.3	165	34.20	86.78
Decatur	WHOS-FM	23	92.5	8.6	200	34.60	87.01
Lanett	WRLD-FM	75	102.9	10.0	330	32.87	85.22
Mobile	WKRQ-FM	60	99.9	3.0	310	30.72	88.06
Talladega	WHTB-FM	46	97.1	9.2	210	33.44	86.12
Tuscaloosa	WUOA	19	91.7	15.0	120	33.21	87.55
	WTBC-FM	39	95.7	17.5	320	33.20	87.53
ARIZONA							
Mesa	KTYL-FM	84	104.7	16.0	140	33.41	111.88
Phoenix	KFCA	03	88.5	.010*	75*	33.48	112.09
	KELE	38	95.5	18.0	115	32.45	112.07
Tucson	KTKT-FM	58	99.5	3.1	—7	32.24	110.98
ARKANSAS							
Blytheville	KLCN-FM	41	96.1	21.0	360	35.92	89.87
Jonesboro	KBTM-FM	70	101.9	8.0	200	35.85	90.66
Mammoth Spring	KAMS	80	103.9	.310	125	36.55	91.55
Pocahontas	KPOC-FM	49	97.7	.390	170	36.28	90.96
Siloam Springs	KUOA-FM	89	105.7	2.6	465	36.19	94.56
CALIFORNIA							
Bakersfield	KERN-FM	31	94.1	9.1	240	35.34	119.04
	KQXR	68	101.5	14.5	360	35.52	119.07
Berkeley	KPFM	07	89.3	.150	—100	37.87	122.27
	KPFA	31	94.1	54.0	1330	37.87	122.22
	KRE-FM	75	102.9	9.9	—70	37.85	122.30
Claremont	KSPC	14	90.7	.010*	75*	34.10	117.71
Eureka	KRED	42	96.3	5.6	1520	40.73	123.95
Fresno	KRFM	29	93.7	68.0	1880	37.08	119.43
	KMJ-FM	50	97.9	7.3	630	36.69	120.05
	KARM-FM	70	101.9	7.4	360	36.85	119.84
Glendale	KFMU	46	97.1	58.0	750	34.16	118.20
	KUTE	70	101.9	11.6	630	34.16	118.20
Hollywood	KRHM	34	94.7	58.0	2835	34.23	118.07
	KHJ-FM	66	101.1	16.8	2950	34.23	118.07
Long Beach	KLON	01	88.1	1.2	425	33.80	118.16
	KFOX-FM	72	102.3	1.0	120	33.78	118.19
	KNOB	76	103.1	.320	420	33.80	118.16
Los Angeles	KXLU	04	88.7	.010*	75*	33.97	118.42
	KUSC	18	91.5	2.9	150	34.02	118.28
	KFAC-FM	22	92.3	59.0	2820	34.22	118.06
	KNX-FM	26	93.1	67.0	2870	34.23	118.07
	KABC-FM	38	95.5	4.3	2800	34.23	118.07
	KRKD-FM	42	96.3	54.0	475	34.08	118.20
	KCBH	54	98.7	75.0	1260	34.12	118.39
	KHOF	58	99.5	16.5	260	34.14	118.23
	KPLA	82	104.3	7.1	64	34.10	118.33
	KBMS	90	105.9	18.0	770	34.16	118.20
Marysville	KMYC-FM	60	99.9	4.9	150	39.14	121.55
Modesto	KBEE-FM	77	103.3	11.5	150	37.64	120.99
	KTRB-FM	81	104.1	4.7	260	37.67	120.98
Ontario	KEDO	28	93.5	.310	—110	34.08	117.66

* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
Sacramento	KCRA-FM	41	96.1	11.0	380	38.64	121.56
	KFBK-FM	45	96.9	3.2	260	38.57	121.48
	KXOA-FM	100	107.9	12.5	170	38.60	121.45
San Bernardino	KVCR	20	91.9	.770	—240	34.09	117.31
San Diego	KSDS	02	88.3	.375	37	32.72	117.15
	KFSD-FM	31	94.1	33.0	425	32.72	117.07
San Francisco	KSON-FM	84	104.7	13.0	210	32.72	117.16
	KALW	19	91.7	3.3	70	37.76	122.41
	KEAR	47	97.3	125.0	1100	37.85	122.50
	KCBS-FM	55	98.9	35.0	640	37.79	122.41
	KNBC-FM	59	99.7	45.0	1240	37.69	122.44
	KGO-FM	79	103.7	3.8	1180	37.76	122.45
	KSJO-FM	37	95.3	1.0	—610	37.33	121.86
San Jose	KWIZ-FM	44	96.7	1.0	160	33.75	117.91
Santa Ana	KCRW	71	89.9	.400	—310	34.01	118.47
Sausalito	KDFC	71	102.1	33.0	1050	37.85	122.50
Stockton	KCVN	17	91.3	3.40	70	37.98	121.31

COLORADO

Boulder	KRNW	47	97.3	2.0	—730	40.06	105.27
Colorado Springs	KSHS	13	90.5	.610	1760	38.84	104.82
	KRCC	17	91.3	.165	—480	38.86	104.83
Denver	KTGM	86	105.1	10.0	9	39.74	105.07
Golden	KFML-FM	53	98.5	2.35	580	39.73	105.24
Manitou Springs	KCMS-FM	74	102.7	10.0	—780	38.85	104.84

CONNECTICUT

Brookfield	WGHE	36	95.1	20.0	500	41.49	73.43
Danbury	WLAD-FM	52	98.3	.340	280	41.38	73.45
Hartford	WFMQ	29	93.7	7.0	750	41.56	72.84
	WTIC-FM	43	96.5	8.0	705	41.77	72.81
Meriden	WMMW-FM	39	95.7	7.0	740	41.56	72.84
New Haven	WNHC-FM	56	99.1	10.0	630	41.43	72.94
Stamford	WSTC-FM	44	96.7	.650	305	41.07	73.54
Storrs	WHUS	13	90.5	.010*	80*	41.81	72.26

DELAWARE

Dover	WDOV-FM	34	94.7	8.3	200	39.20	75.56
Wilmington	WDEL-FM	29	93.7	20.0	460	39.82	75.53
	WJBR	58	99.5	20.0	330	39.83	75.52

DISTRICT OF COLUMBIA

Washington	WRC-FM	30	93.9	20.0	410	38.92	77.06
	WTOP-FM	42	96.3	20.0	390	38.95	77.08
	WASH	46	97.1	15.0	470	39.04	77.06
	WOL-FM	54	98.7	20.0	485	38.89	77.20
	WFAN	62	100.3	9.4	320	38.95	77.00
	WWDC-FM	66	101.1	20.0	410	39.00	77.06
	WGMS-FM	78	103.5	20.0	440	39.04	77.17
	WMAL-FM	97	107.3	20.0	475	38.94	77.09

FLORIDA

Daytona Beach	WNDB-FM	33	94.5	8.5	330	29.23	81.04
	WRUF-FM	81	104.1	12.0	350	29.64	82.42
	WJAX-FM	36	95.1	7.7	560	30.29	81.75
Gainesville	WMBR-FM	41	96.1	50.0	850	30.31	81.65
	WJHP-FM	45	96.9	9.7	350	30.30	81.74
Miami	WTHS	19	91.7	5.0	215	25.79	80.19
	WAHR-FM	30	93.9	13.0	170	25.77	80.14
(Miami)	WGBS-FM	42	96.3	1.55	80	25.79	80.19
	WCKR-FM	47	97.3	15.5	285	25.78	80.19
Miami Beach	WWPB	68	101.5	8.5	275	25.77	80.20
	WKAT-FM	26	93.1	285.0	430	25.79	80.14
Orlando	WDBO-FM	22	92.3	25.0	460	28.55	81.41
	WHOO-FM	43	96.5	59.0	460	28.58	81.45
Palm Beach	WORZ	62	100.3	16.5	300	28.55	81.43
	WQXT-FM	50	97.9	3.6	235	26.61	80.04
Panama City	WDLP-FM	55	98.9	1.6	300	30.17	85.61
Tallahassee	WFSU-FM	18	91.5	.010*	81*	30.44	84.29
Tampa	WTUN	05	88.9	.770	240	28.04	82.47
	WFLA-FM	27	93.3	46.0	910	27.84	82.26
Winter Park	WDAE-FM	64	100.7	65.0	390	27.94	82.46
	WPKM	84	104.7	10.5	160	27.93	82.48
	WPRK	18	91.5	.330	90	28.59	81.34

* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
GEORGIA							
Athens	WGAU-FM	58	99.5	4.4	258	33.94	83.40
Atlanta	WABE	11	90.1	4.8	300	33.75	84.39
	WGKA-FM	25	92.9	9.4	270	33.79	84.38
	WSB-FM	53	98.5	52.0	1050	33.76	84.36
	WAGA-FM	77	103.3	36.2	965	33.80	84.33
Augusta	WBBQ-FM	79	103.7	10.5	72	33.46	81.99
	WAUG-FM	89	105.7	5.5	100	33.46	91.94
Columbus	WRBL-FM	27	93.3	25.0	570	32.47	85.06
Gainesville	WDUN-FM	80	103.9	.340	175	34.32	83.83
La Grange	WLAG-FM	81	104.1	2.3	180	33.04	85.03
Macon	WNEX-FM	45	96.9	4.1	415	32.85	83.66
	WMAZ-FM	56	99.1	3.0	170	32.83	83.65
Newnan	WCOH-FM	44	96.7	.330	240	33.36	84.81
Savannah	WTOC-FM	47	97.3	7.9	397	32.07	81.09
Swainsboro	WJAT-FM	69	101.7	.970	110	32.59	82.36
Toccoa	WLET-FM	91	106.1	.730	190	34.59	83.30

ILLINOIS

Bloomington	WJBC-FM	68	101.5	5.1	425	40.46	89.01
Carmi	WROY-FM	47	97.3	11.0	210	38.08	88.20
Champaign	WDWS-FM	48	97.5	27.0	430	40.09	88.25
Chicago	WBEZ	18	91.5	16.0	550	41.88	87.63
	WENR-FM	34	94.7	4.3	580	41.88	87.64
	WBBM-FM	42	96.3	10.5	560	41.88	87.63
	WNIB	46	97.1	11.0	210	41.88	87.72
	WEHS	50	97.9	21.0	200	41.83	87.71
	WFMT	54	98.7	29.5	550	41.89	87.63
	WEFM	58	99.5	44.0	560	41.88	87.63
	WFMF	62	100.3	33.0	540	41.89	87.62
	WMAQ-FM	66	101.1	24.0	640	41.88	87.64
	WCLM	70	101.9	18.0	500	41.89	87.62
	WSEL	82	104.3	40.0	500	41.88	87.63
Decatur	WSOY-FM	71	102.1	31.0	460	39.88	88.94
De Kalb	WNIC	16	91.1	.010*	120*	41.93	88.77
Effingham	WSEI	39	95.7	20.0	295	39.13	88.49
Elgin	WEPS	01	88.1	.010*	78*	42.04	88.27
Elmwood Park	WLEY	90	105.9	3.2	250	41.93	87.81
Evanston	WNUR	07	89.3	.010*	75*	42.05	87.67
	WEAW-FM	86	105.1	36.0	240	42.03	87.71
Harrisburg	WEBQ-FM	60	99.9	4.2	305	37.72	88.54
Jacksonville	WLDS-FM	63	100.5	9.0	340	39.74	90.20
Macomb	WWKS	17	91.3	17.0	280	40.46	90.68
Mattoon	WLBH-FM	45	96.9	23.0	190	39.50	88.37
Mt. Vernon	WMIX-FM	31	94.1	15.2	550	38.37	88.92
Oak Park	WOPA-FM	72	102.3	1.0	250	41.88	87.79
Olney	WVLN-FM	25	92.9	18.5	290	38.70	88.08
Paris	WPRS-FM	52	98.3	1.0	225	39.61	87.73
Peoria	WMBD-FM	23	92.5	2.5	550	40.57	89.53
Quincy	WTAD-FM	58	99.5	27.0	770	39.97	91.33
	WGEM-FM	86	105.1	8.3	640	39.95	91.33
Rockford	WROK-FM	48	97.5	16.0	300	42.28	89.04
Rock Island	WHBF-FM	55	98.9	3.7	380	41.49	90.47
Springfield	WTAX-FM	79	103.7	6.7	315	39.79	89.60
Urbana	WILL-FM	15	90.9	300.0	500	40.00	88.63

INDIANA

Bloomington	WFIU	79	103.7	33.0	300	39.17	86.52
Connersville	WCNB-FM	62	100.3	9.8	270	39.64	85.15
Crawfordsville	WBBS	92	106.3	1.0	58	40.04	86.90
Elkhart	WCMR-FM	36	95.1	4.4	220	41.66	86.00
	WTRC-FM	64	100.7	9.7	350	41.65	85.98
Evansville	WEVC	18	91.5	1.9	100	37.97	87.53
	WIKY-FM	81	104.1	19.0	450	37.99	87.60
Gary	WGVE	01	88.1	.010*	70*	41.53	87.34
Greencastle	WGRE	19	91.7	.010*	80*	39.64	86.85
Hammond	WJOB-FM	22	92.3	3.1	400	41.60	87.48
Hartford City	WHCI	20	91.9	.010*	80*	40.46	85.38
Huntington	WYSH	20	91.9	.010*	85*	40.89	85.50
Indianapolis	WIAN	11	90.1	.890	45	39.81	86.12
	WFMS	38	95.5	4.5	110	39.78	86.16
	WAJC	83	104.5	8.8	35	39.78	86.15
Jasper	WITZ-FM	84	104.7	1.65	280	38.35	86.94
Madison	WORX-FM	44	96.7	.350	290	38.74	85.36
Marion	WMRI-FM	95	106.9	31.0	275	40.55	85.65

* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
Muncie	WWHI	18	91.5	.010*	110*	40.20	85.39
	WMUM	81	104.1	7.4	240	40.15	85.38
New Albany	WNAS	01	88.1	.800	—32	38.30	85.81
New Castle	WYSN	16	91.1	.010*	98*	39.94	85.36
	WCTW	73	102.5	4.0	250	39.94	85.36
Terre Haute	WTHI-FM	60	99.9	7.4	330	39.54	87.39
Wabash	WSKS	17	91.3	.010*	71*	40.81	85.83
	WAIU-FM	48	97.5	4.6	88	40.78	85.82
Warsaw	WRSW-FM	97	107.3	34.0	230	41.22	85.84
Washington	WFML	93	106.5	14.0	320	38.65	87.17

IOWA

Ames	WOI-FM	11	90.1	16.0	480	41.99	93.69
Boone	KFGQ-FM	57	99.3	.310	200	42.09	93.91
Clinton	KROS-FM	41	96.1	13.0	400	41.86	90.20
Davenport	WOC-FM	79	103.7	33.0	490	41.55	90.48
Des Moines	KDPS	01	88.1	1.5	105	41.59	93.64
	WHO-FM	62	100.3	24.0	690	41.65	93.35
Dubuque	WDBQ-FM	77	103.3	15.0	335	42.50	90.70
Iowa City	KSUI	19	91.7	17.5	90	41.66	91.53
Mason City	KGLO-FM	66	101.1	16.0	230	43.15	93.24
Muscatine	KWPC-FM	59	99.7	.780	290	41.45	91.08
Storm Lake	KAYL-FM	68	101.5	8.9	370	42.63	95.16
Waverly	KWAR	06	89.1	.010*	110*	42.76	92.49

KANSAS

Emporia	KSTE	04	88.7	.350	105	38.42	96.18
Lawre	KANU	18	91.5	35.0	620	38.96	95.26
Manhattan	KSDB-FM	01	88.1	.010*	80*	39.18	96.58
Ottawa	KTJO-FM	01	88.1	.010*	80*	38.60	95.27
Wichita	KMUW	06	89.1	.010*	110*	37.72	97.30
	KFH-FM	62	100.3	11.0	410	37.71	97.24

KENTUCKY

Ashland	WCMI-FM	29	93.7	2.75	200	38.45	82.61
Bowling Green	WLBJ-FM	66	101.1	8.6	190	37.00	86.40
Central City	WNES-FM	70	101.9	21.5	215	37.27	87.14
Fulton	WFUL-FM	85	104.9	.500	155	36.52	88.90
Henderson	WSON-FM	58	99.5	20.0	400	37.83	87.55
Hopkinsville	WHOP-FM	54	98.7	8.7	210	36.87	87.47
Lexington	WBKY	17	91.3	2.3	170	38.04	84.51
	WLAP-FM	33	94.5	3.5	320	38.12	84.45
Louisville	WFPL	07	89.3	.150	360	38.23	85.71
	WFPK	20	91.9	19.5	295	38.24	85.76
Madisonville	WFMW-FM	30	93.9	2.5	375	37.35	87.49
Mayfield	WNGO-FM	34	94.7	2.3	160	36.76	88.64
	WKTM-FM	96	107.1	.510	250	36.74	88.68
Owensboro	WOMI-FM	23	92.5	19.5	375	37.74	87.12
	WYJS-FM	41	96.1	45.0	370	37.78	87.16
Paducah	WKYB-FM	27	93.3	31.0	380	37.01	88.61
	WPAD-FM	45	96.9	36.0	335	37.10	88.62

LOUISIANA

Alexandria	KALB-FM	45	96.9	11.0	380	31.31	92.42
Baton Rouge	WLSU	19	91.7	1.3	410	30.42	91.17
	WBRL	51	98.1	7.6	460	30.42	91.18
	WAFB-FM	82	104.3	3.2	315	30.42	91.14
Monroe	KMLB-FM	81	104.1	17.0	220	32.49	92.10
New Orleans	WWMT	39	95.7	44.0	215	29.94	90.08
	WRCM	46	97.1	5.9	250	29.96	90.08
	WDSU-FM	87	105.3	3.4	590	29.95	89.96
Shreveport	KWKH-FM	33	94.5	13.5	390	32.70	93.88
	KTBS-FM	43	96.5	14.0	320	32.68	93.86
	KRMD-FM	66	101.1	11.5	200	32.51	93.75

MAINE

Lewiston	WCOU-FM	30	93.9	9.6	250	44.09	70.19
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* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
MARYLAND							
Annapolis	WNAV-FM	56	99.1	16.6	370	38.98	76.52
Baltimore	WBJC	01	88.1	.125	145	39.33	76.59
	WCAO-FM	74	102.7	20.0	400	39.39	76.72
	WITH-FM	82	104.3	20.0	470	39.29	76.74
Bethesda	WUST-FM	92	106.3	.500	320	38.98	77.11
Cumberland	WCUM-FM	75	102.9	1.25	—4	39.64	78.74
Hagerstown	WJEJ-FM	84	104.7	9.4	1340	39.70	77.51
Oakland	WRNC	38	95.5	16.5	300	38.86	76.90

MASSACHUSETTS

Amherst	WAMF	08	89.5	.010*	79*	42.37	72.52
	WMUA	16	91.1	.010*	109*	42.39	72.53
Boston	WERS	05	88.9	18.0	55	42.36	71.08
	WGBH-FM	09	89.7	15.5	550	42.21	71.11
	WBUR	15	90.9	20.0	50	42.35	71.08
	WHDH-FM	33	94.5	20.0	455	42.35	71.07
	WNAC-FM	53	98.5	20.0	410	42.43	71.09
	WCOP-FM	64	100.7	20.0	495	42.41	71.21
	WEEL-FM	77	103.3	20.0	430	42.43	71.09
Brockton	WBET-FM	49	97.7	.800	275	42.07	71.04
Cambridge	WXHR	45	96.9	20.0	440	42.46	71.18
Greenfield	WHAJ-FM	52	98.3	1.0	—240	42.59	72.62
Lowell	WLLH-FM	58	99.5	12.2	600	42.65	71.22
New Bedford	WBSS-FM	47	97.3	2.5	330	41.65	70.92
	WNBH-FM	51	98.1	20.0	380	41.62	70.92
Pittsfield	WBEC-FM	32	94.3	1.0	—185	42.45	73.25
Springfield	WEDK	19	91.7	.010*	100*	42.12	72.55
	WHYI-FM	26	93.1	3.2	1000	42.24	72.65
	WMAS-FM	34	94.7	1.35	175	42.11	72.61
Waltham	WCRB-FM	73	102.5	10.0	180	42.36	71.26
West Yarmouth	WOCB-FM	32	94.3	1.0	155	41.63	70.24
Winchester	WHSR-FM	20	91.9	.010*	93*	42.45	71.13
Worcester	WTAG-FM	41	96.1	10.0	640	42.31	71.90

MICHIGAN

Ann Arbor	WUOM	19	91.7	115.0	440	42.41	83.92
Benton Harbor	WHFB-FM	60	99.9	9.2	230	42.08	86.47
Coldwater	WTVB-FM	52	98.3	.260	230	41.92	85.01
Dearborn	WKMH-FM	62	100.3	7.1	190	42.26	83.25
Detroit	WDTR	15	90.9	2.0	170	42.38	83.12
	WJBK-FM	26	93.1	30.0	440	42.46	83.21
	WJR-FM	42	96.3	24.0	483	42.37	83.08
	WWJ-FM	46	97.1	50.0	480	42.45	83.17
	WBRI	50	97.9	3.3	430	42.41	83.11
	WXYZ-FM	66	101.1	14.0	410	42.36	83.07
	WDET-FM	70	101.9	52.0	320	42.38	83.24
	WMUZ	78	103.5	19.5	180	42.41	83.12
East Lansing	WKAR-FM	13	90.5	74.0	270	42.71	84.48
Flint	WFBE	36	95.1	1.3	130	43.02	83.67
	WFUM	96	107.1	.400	175	43.02	83.70
Grand Rapids	WJEF-FM	29	93.7	115.0	420	42.42	85.53
	WLAV-FM	45	96.9	1.75	210	42.96	85.67
Highland Park	WHPR	01	88.1	.010*	94*	42.40	83.10
Hillsdale	WBSE-FM	80	103.9	.740	170	41.92	84.64
Kalamazoo	WMCR	71	102.1	36.0	160	42.29	85.61
Oak Park	WLDL	38	95.5	20.0	430	42.46	83.20
Royal Oak	WOAK	07	89.3	.010*	126*	42.49	83.15
	WOMC	82	104.3	18.0	380	42.47	83.12
Saginaw	WSAM-FM	51	98.1	1.7	330	43.42	83.92
Sturgis	WSTR-FM	76	103.1	.285	210	41.78	85.42

MINNESOTA

Mankato	KYSM-FM	78	103.5	47.0	525	44.17	94.03
Minneapolis	KWFM	46	97.1	9.7	70	44.93	93.22
	KTIS-FM	53	98.5	5.3	250	45.00	93.35
St. Cloud	KFAM-FM	84	104.7	15.0	425	45.53	94.17
Winona	KWNO-FM	48	97.5	18.5	610	44.03	91.64

MISSISSIPPI

Gulfport	WGCM-FM	68	101.5	3.0	300	30.37	89.08
Jackson	WJDX-FM	75	102.9	50.0	600	32.26	90.11
Meridian	WMMI	18	91.5	.650	115	32.39	88.70

* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
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MISSOURI

Clayton	KFUO-FM	56	99.1	6.7	260	38.64	90.31
Jefferson City	KWOS-FM	53	98.5	.765	310	38.58	92.20
Joplin	WMBH-FM	41	96.1	70.0	450	37.08	94.54
Kansas City	KCMO-FM	35	94.9	56.0	390	39.07	94.58
Kennett	KBOA-FM	55	98.9	6.9	320	36.22	90.08
Poplar Bluff	KWOC-FM	33	94.5	14.0	215	36.72	90.37
St. Louis	KSLH	18	91.5	12.5	400	38.62	90.24
	KCFM	29	93.7	70.0	550	38.63	90.19
Springfield	KTTS-FM	34	94.7	9.1	660	37.22	93.24
West Plains	WKPM-FM	30	93.9	3.4	130	36.74	91.83

NEVADA

Reno	KNEV	38	95.5	10.5	—690	39.52	119.81
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NEW HAMPSHIRE

Berlin	WMOU-FM	79	103.7	10.0	160	44.46	71.17
Claremont	WTSV-FM	91	106.1	4.8	1000	43.40	72.30
Manchester	WKRR-FM	39	95.7	3.6	940	42.98	71.59
Nashua	WOTW-FM	92	106.3	1.0	195	42.74	71.49

NEW JERSEY

Asbury Park	WJLK-FM	32	94.3	1.0	250	40.22	74.05
Bridgeton	WSNJ-FM	55	98.9	9.0	480	39.46	75.21
Newark	WBGO	02	88.3	20.0	220	40.74	74.18
	WAAT-FM	34	94.7	13.5	540	40.79	74.26
	WHFI	74	102.7	2.8	420	40.74	74.17
New Brunswick	WCTC-FM	52	98.3	1.0	110	40.49	74.42
Paterson	WPAT-FM	26	93.1	20.0	310	40.85	74.18
Princeton	WPRB	80	103.9	.850	195	40.35	74.66
South Orange	WSOU	08	89.5	2.0	370	40.75	74.25
Trenton	WTOA	48	97.5	14.5	275	40.23	74.77
Zarephath	WAWZ-FM	56	99.1	4.8	175	40.53	74.57

NEW MEXICO

Albuquerque	KANW	06	89.1	.350	—55	35.08	106.64
	KHFM	42	96.3	1.45	—11	35.08	106.58
Los Alamos	KRSN-FM	53	98.5	4.6	—33	35.88	106.30
Mountain Park	KMFM	50	97.9	13.0	220	32.95	105.82

NEW YORK

Allegany	WHDL-FM	39	95.7	43.0	830	42.03	78.45
Auburn	WMBO-FM	41	96.1	18.0	520	42.76	76.53
Binghamton	WKOP-FM	37	95.3	.420	320	42.07	75.91
	WNBF-FM	51	98.1	4.6	950	42.06	75.95
Brooklyn	WNYE	18	91.5	20.0	415	40.69	73.98
Buffalo	WBNY-FM	25	92.9	94.0	570	42.64	78.72
	WXRZ	77	103.3	4.6	230	43.00	78.82
	WWOL-FM	81	104.1	.750	200	42.83	78.80
	WBEN-FM	93	106.5	52.0	1320	42.66	78.63
Cherry Valley	WRRZ	70	101.9	5.4	1080	42.79	74.69
Corning	WCLI-FM	91	106.1	4.2	500	42.16	77.04
Cortland	WKRT-FM	60	99.9	14.0	710	42.56	76.15
De Ruyter	WRRD	86	105.1	5.3	560	42.78	75.84
Floral Park	WSHS	12	90.3	.350	112	40.72	73.70
Hempstead	WHLI-FM	52	98.3	1.0	250	40.68	73.61
Hornell	WWHG-FM	87	105.3	8.3	560	42.29	77.67
Ithaca	WITJ	19	91.7	.010*	80*	42.44	76.50
	WHCU-FM	47	97.3	40.0	730	42.46	76.39
	WRRZ	79	103.7	5.6	890	42.39	76.67
Jamestown	WJTN-FM	27	93.3	9.5	735	42.04	79.08
Massena	WMSA-FM	87	105.3	13.0	335	44.90	74.88
New Rochelle	WNRC-FM	28	93.5	1.0	190	40.93	73.78
New York	WKCR-FM	10	89.9	.010*	130*	40.81	73.96
	WFUV	14	90.7	3.5	200	40.86	73.89
	WHOM-FM	22	92.3	11.0	630	40.75	73.98
	WNYC-FM	30	93.9	18.0	540	40.71	74.00
	WABC-FM	38	95.5	1.5	1270	40.75	73.99

* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
(New York)	WQXR-FM	42	96.3	11.0	630	40.75	73.98
	WRCR-FM	46	97.1	1.1	1445	40.75	73.99
	WEVD-FM	50	97.9	20.0	340	40.72	73.92
	WOR-FM	54	98.7	1.7	1260	40.75	73.99
	WBAI	58	99.5	18.0	520	40.77	73.97
	WCBS-FM	66	101.1	1.5	1270	40.75	73.99
	WBFM	70	101.9	10.3	650	40.75	73.98
	WWRL-FM	86	105.1	20.0	235	40.74	73.91
Niagara Falls	WHLB-FM	53	98.5	46.0	420	43.01	78.99
Patchogue	WALK-FM	48	97.5	15.0	520	40.84	73.03
Poughkeepsie	WKIP-FM	84	104.7	2.3	1120	41.49	73.95
Rochester	WRNY-FM	50	97.9	7.7	460	43.17	77.66
	WHFM	55	98.9	20.0	390	43.14	77.58
Schenectady	WGFM	58	99.5	6.0	805	42.64	74.00
South Bristol	WRRE	36	95.1	5.3	990	42.75	77.43
Springville	WSPE	01	88.1	.010*	70*	42.55	78.67
Syracuse	WAER	01	88.1	.730	24	43.04	76.13
	WDDS-FM	26	93.1	35.0	690	42.95	76.03
	WSYR-FM	33	94.5	10.0	480	42.94	76.12
Troy	WFLY	22	92.3	5.4	840	42.64	74.00
Utica	WRUN-FM	89	105.7	4.3	490	43.06	75.42
Wethersfield	WRRL	99	107.7	5.4	460	42.62	78.29
White Plains	WFAS-FM	80	103.9	.120	675	41.03	73.83

NORTH CAROLINA

Asheboro	WGWR-FM	22	92.3	10.0	650	35.72	79.81
Asheville	WLOS-FM	82	104.4	9.2	130	35.61	82.59
Burlington	WFNS-FM	30	93.9	2.8	250	36.11	79.45
	WBBB-FM	66	101.1	3.8	410	36.10	79.48
Chapel Hill	WUNC	18	91.5	15.5	135	35.91	79.06
Charlotte	WSOC-FM	78	103.5	35.0	415	35.24	80.82
Clingman's Peak	WMIT	95	106.9	36.0	3100	35.74	82.29
Durham	WDNC-FM	86	105.1	36.0	380	36.04	78.97
Elkin	WIFM-FM	65	100.9	.350	—35	36.25	80.87
Fayetteville	WFNC-FM	51	98.1	14.0	290	35.08	78.93
Forest City	WBBO-FM	27	93.3	1.5	345	35.35	81.90
Gastonia	WGNC-FM	70	101.9	11.1	890	35.23	81.28
Goldsbora	WEQR-FM	45	96.9	41.0	360	35.40	78.01
Greensboro	WGPS	10	89.9	.010*	98*	36.08	79.81
Henderson	WHNC-FM	23	92.5	9.0	260	36.35	78.38
High Point	WHPS	07	89.3	.010*	75*	35.96	80.01
	WHPE-FM	38	95.5	13.0	395	35.91	80.03
	WMFR-FM	58	99.5	8.0	350	35.96	80.01
	WNOS-FM	62	100.3	2.7	195	35.96	80.03
Laurinburg	WEWO-FM	43	96.5	9.2	215	34.76	79.42
Leaksville	WLOE-FM	33	94.5	20.0	96	36.50	79.77
Lexington	WBUY-FM	32	94.3	.300	210	35.84	80.23
Raleigh	WPTF-FM	34	94.7	15.0	560	35.79	78.76
	WKIX-FM	41	96.1	29.5	420	35.79	78.74
	WRAL-FM	68	101.5	54.0	325	35.77	78.62
Reidsville	WREV-FM	71	102.1	1.6	330	36.39	79.65
Rocky Mount	WEED-FM	21	92.1	.270	160	35.96	77.83
	WFMA	64	100.7	33.0	400	35.91	77.84
Salisbury	WSTP-FM	93	106.5	2.9	250	35.69	80.50
Sanford	WWGP-FM	88	105.5	.490	340	35.44	79.22
Shelby	WOHS-FM	41	96.1	2.6	460	35.29	81.57
Statesville	WSIC-FM	89	105.7	2.4	335	35.80	80.89
Tarboro	WCPS-FM	82	104.3	7.0	260	35.93	77.57
Thomasville	WTNC-FM	52	98.3	.450	250	35.89	80.10
Winston-Salem	WAIR-FM	26	93.1	34.0	370	30.09	80.28
	WSJS-FM	81	104.1	41.0	160	36.16	80.30

OHIO

Akron	WAPS	06	89.1	1.3	44	41.09	81.52
	WAKR-FM	48	97.5	4.4	260	41.08	81.52
Alliance	WFAH-FM	69	101.7	1.0	160	40.93	81.13
Ashland	WATG-FM	67	101.3	10.2	380	40.84	82.36
Ashtabula	WICA-FM	79	103.7	40.0	270	41.81	80.79
Athens	WOUI	18	91.5	.010*	72*	39.33	82.10
Bellaire	WTRX-FM	63	100.5	9.0	500	40.04	80.77
Bowling Green	WBGU	01	88.1	.010*	90*	41.38	83.65
Canton	WHBC-FM	31	94.1	15.0	390	40.75	81.44
	WKRC-FM	70	101.9	15.5	530	39.12	84.50
	WSAL-FM	74	102.7	14.7	550	39.10	84.56
	WCPO-FM	86	105.1	12.5	590	39.13	84.50
Cleveland	WBOE	12	90.3	9.1	360	41.47	81.59

* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lot.	Long.
Cleveland Hts. Columbus	WERE-FM	53	98.5	20.0	620	41.34	81.74
	WGAR-FM	58	99.5	31.0	410	41.31	81.69
	WHK-FM	64	100.7	11.5	620	41.36	81.67
	WDOK-FM	71	102.1	9.4	120	41.41	81.68
	WJW-FM	81	104.1	2.8	510	41.32	81.73
	KYW-FM	89	105.7	3.7	900	41.39	81.69
	WSRS-FM	37	95.3	1.0	250	41.50	81.57
	WOSU-FM	09	89.7	14.0	300	40.03	83.06
	WCBE	13	90.5	17.5	540	39.96	83.00
	WCOL-FM	22	92.3	24.5	380	39.97	83.02
Dayton Delaware Elyria Findlay Fostoria Fremont Kent Lima Marion Mt. Vernon Newark Oxford Portsmouth Steubenville Toledo	WVCO-FM	34	94.7	52.0	220	40.05	83.06
	WHIO-FM	56	99.1	19.0	515	39.72	84.15
	WSLN	16	91.1	.010*	152*	40.30	83.07
	WEOL-FM	97	107.3	15.0	290	41.27	82.01
	WFIN-FM	63	100.5	8.2	240	41.01	83.63
	WFOB-FM	44	96.7	1.0	215	41.10	83.40
	WFRO-FM	57	99.3	1.0	200	41.35	83.12
	WKSU-FM	01	88.1	.010*	96*	41.15	81.35
	WLMA-FM	71	102.1	15.0	250	40.68	84.11
	WMRN-FM	95	106.9	25.0	330	40.62	83.13
Wooster Youngstown	WMVO-FM	29	93.7	2.9	270	40.40	82.44
	WCLT-FM	62	100.3	8.5	370	40.03	82.40
	WMUB	03	88.5	.830	130	39.51	84.73
	WPAY-FM	81	104.1	7.0	520	38.71	83.00
	WSTV-FM	78	103.5	3.1	880	40.34	80.62
	WTDS	17	91.3	.730	200	41.68	83.59
	WTRT	60	99.9	8.8	160	41.62	83.62
	WSPD-FM	68	101.5	23.0	440	41.65	83.54
	WTOL-FM	84	104.7	1.3	156	41.65	83.54
	WWST-FM	83	104.5	13.0	330	40.79	81.90
	WKBN-FM	55	98.9	25.0	490	41.06	80.64

OKLAHOMA

Norman	WNAD-FM	15	90.9	7.0	400	35.29	97.50
Oklahoma City	KOKH	05	88.9	11.0	155	35.49	97.54
Stillwater	KAMC-FM	19	91.7	.380	8	36.12	97.08
	KSPI-FM	30	93.9	3.9	300	36.10	97.05
Tulsa	KWGS	13	90.5	4.1	350	36.15	95.94

OREGON

Eugene	KWAX	16	91.1	.010*	77*	44.05	123.08
	KRYM	20	91.9	.400	—40	44.06	123.10
	KUGN-FM	56	99.1	.390	60	44.07	123.07
Grants Pass	KGPO	45	96.9	3.1	—1650	42.42	123.33
Oreoch	KTEC	01	88.1	.010*	70*	42.31	121.75
Portland	KEX-FM	22	92.3	56.0	955	45.49	122.70
	KPFM	46	97.1	3.3	900	45.49	122.69
	KPOJ-FM	54	98.7	4.4	1100	45.45	122.55
	KQFM	62	100.3	17.0	960	45.49	122.69
	KOIN-FM	66	101.1	48.0	1390	45.52	122.73

PENNSYLVANIA

Allentown	WFMZ	64	100.7	4.8	835	40.57	75.43
Altoona	WVAM-FM	61	100.1	.360	—345	40.40	78.40
Bethlehem	WGPA-FM	36	95.1	10.0	630	40.62	75.29
Butler	WBUT-FM	49	97.7	.720	290	40.84	79.90
Chambersburg	WCHA-FM	40	95.9	.700	240	39.93	77.70
Dubois	WCED-FM	71	102.1	3.2	660	41.04	78.70
Easton	WEEX-FM	52	98.3	1.0	115	40.71	75.22
	WEST-FM	100	107.9	11.0	50	40.67	75.21
Erie	WERC-FM	60	99.9	9.7	400	42.06	80.04
Harrisburg	WHP-FM	47	97.3	1.55	—35	40.30	76.95
Havertown	WHHS	07	89.3	.010*	80*	39.98	75.30
Hazleton	WAZL-FM	50	97.9	6.0	630	40.94	75.97
Johnstown	WARD-FM	21	92.1	.285	—87	40.33	78.92
	WJAC-FM	38	95.5	8.3	1070	40.37	78.98
Lancaster	WLAN-FM	45	96.9	6.7	80	40.05	76.34
	WGAL-FM	67	101.3	3.8	215	40.04	76.31
Lebanon	WLBR-FM	61	100.1	.720	290	40.36	76.46
Meadville	WMGW-FM	62	100.3	10.0	585	41.63	80.18
Philadelphia	WRTI-FM	11	90.1	.010*	179*	39.98	75.15
	WHYY	15	90.9	20.0	460	39.95	75.17
	WPWT	19	91.7	.180	10	39.95	75.17
	WIP-FM	27	93.3	20.0	430	39.95	75.17

* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
Pittsburgh	WIBG-FM	31	94.1	20.0	355	40.08	75.16
	WFLN	39	95.7	20.0	490	40.06	75.24
	WCAU-FM	51	98.1	10.0	660	40.04	75.24
	WFIL-FM	71	102.1	10.0	270	40.10	75.26
	WPEN-FM	75	102.9	20.0	420	39.95	75.17
	WHAT-FM	87	105.3	20.0	290	40.00	75.21
	WDUQ	18	91.5	2.75	—5	40.45	79.98
	KDKA-FM	25	92.9	47.0	890	40.49	80.02
	WKJF	29	93.7	40.0	470	40.44	80.03
	WWSW-FM	33	94.5	20.0	500	40.46	80.00
Pottsville	WJAS-FM	59	99.7	24.0	470	40.41	80.04
	WPPA-FM	70	101.9	2.8	650	40.83	76.21
Scranton	WUSV	10	89.9	1.35	—390	41.41	75.66
	WGBI-FM	67	101.3	1.8	1200	41.43	75.75
Sharon	WPIC-FM	75	102.9	26.0	455	41.22	80.47
	WDFM	16	91.1	.250	—10	40.80	77.87
State College	WKOK-FM	31	94.1	4.4	875	40.79	76.70
Sunbury	WRRN	22	92.3	3.0	450	41.81	79.17
Warren	WJPA-FM	82	104.3	4.0	360	40.19	80.23
Washington	WBRE-FM	53	98.5	2.25	1160	41.20	75.82
Wilkes-Barre	WRAK-FM	62	100.3	4.0	1220	41.19	76.98
Williamsport	WLYC-FM	86	105.1	.840	1150	41.20	76.97
York	WNOW-FM	89	105.7	1.2	465	40.00	76.69

RHODE ISLAND

Providence	WPRO-FM	22	92.3	15.0	560	41.80	71.47
	WPFM	38	95.5	3.2	170	41.83	71.42
	WTMH	68	101.5	20.0	500	41.85	71.78
	WPJB-FM	86	105.1	20.0	500	41.81	71.47
Woonsocket	WWON-FM	92	106.3	.390	215	41.99	71.51

SOUTH CAROLINA

Anderson	WCAC	66	101.1	6.4	330	34.51	82.64
	WTMA-FM	36	95.1	10.0	385	32.82	79.98
Charleston	WCSC-FM	45	96.9	36.0	330	32.82	80.00
	WUSC-FM	10	89.9	.010*	129*	33.98	81.03
Columbia	WIS-FM	33	94.5	1.3	270	33.95	81.00
	WCOS-FM	50	97.9	5.3	260	34.02	81.01
Dillon	WDSC-FM	25	92.9	8.8	290	34.37	79.40
	WESC-FM	23	92.5	12.0	360	34.89	82.47
Greenville	WFBC-FM	29	93.7	10.5	1110	34.94	82.41
	WCRS-FM	39	95.7	5.0	435	34.21	80.17
Orangeburg	WORG-FM	74	102.7	4.6	110	33.52	80.87
Rock Hill	WRHI-FM	52	98.3	.650	310	34.91	81.01
Seneca	WSNW-FM	51	98.1	9.4	330	34.69	82.99
Spartanburg	WSPA-FM	55	98.9	4.9	520	34.98	81.99
	WDXV	63	100.5	9.2	420	34.98	81.97

TENNESSEE

Bristol	WOPI-FM	45	96.9	9.7	260	36.60	82.16
Chattanooga	WDOD-FM	43	96.5	42.0	1040	35.16	85.32
Greenville	WGRV-FM	35	94.9	4.6	250	36.16	82.84
Jackson	WTJS-FM	81	104.1	50.0	640	35.65	88.83
Johnson City	WJHL-FM	64	100.7	8.1	620	36.32	82.34
Kingsport	WKPT-FM	53	98.5	10.0	960	36.53	82.59
Knoxville	WKCS	16	91.1	.310	73	35.99	83.92
	WUOT	20	91.9	70.5	125	35.96	83.96
	WBIR-FM	27	93.3	2.85	350	35.95	83.95
Memphis	WMCF	59	99.7	300.0	940	35.17	89.89
Nashville	WHCY	90	105.9	3.1	47	36.16	86.76

TEXAS

Abilene	KACC-FM	20	91.9	.160	53	32.46	99.71
Austin	KHFI	52	98.3	.700	125	30.30	97.74
Baytown	KREL-FM	21	92.1	.820	190	29.78	95.02
Beaumont	KRIC-FM	48	97.5	14.0	360	30.06	94.12
Cleburne	KCLE-FM	32	94.3	.330	190	32.38	97.40
Corpus Christi	KCCT-FM	38	95.5	.340	280	27.79	97.40
Dallas	KNER	01	88.1	.010*	76*	32.80	96.65
	KSMU-FM	07	89.3	.010*	60*	32.86	96.79
	KVTT	19	91.7	.780	135	32.78	96.81
	KRLD-FM	23	92.5	40.0	480	32.89	96.64

* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
	WRR-FM	66	101.1	68.0	500	32.78	96.76
	KIXL-FM	83	104.5	25.0	470	32.78	96.72
Denton	KDNT-FM	92	106.3	.760	270	33.23	97.17
El Paso	KVOF-FM	03	88.5	.010*	185*	31.76	106.49
Ft. Worth	WBAF-FM	42	96.3	52.0	475	32.75	97.27
Houston	KUHF	17	91.3	9.8	320	29.72	95.35
	KTRH-FM	66	101.1	29.5	470	29.76	95.36
	KPRC-FM	75	102.9	48.0	550	29.73	95.46
Nacogdoches	KELS	61	100.1	.330	175	31.59	94.62
Plainview	KHBL	01	88.1	.010*	90*	34.19	101.73
San Antonio	KONO-FM	25	92.9	3.8	410	29.44	98.48
	KAML-FM	47	97.3	8.3	185	29.44	98.55
	KISS	58	99.5	12.9	570	29.39	98.35
	KOKE	68	101.5	15.0	310	29.50	98.41
Texarkana	KCMC-FM	51	98.1	1.4	275	33.45	94.07

UTAH

Ephraim	KEPH	05	88.9	.010*	80*	39.37	111.57
Logan	KVSC	01	88.1	.010*	84*	41.74	111.81
Salt Lake City	KDYL-FM	54	98.7	1.2	2970	40.61	112.17
	KSL-FM	62	100.3	6.1	3660	40.66	112.20

VIRGINIA

Arlington	WARL-FM	86	105.1	2.05	500	38.90	77.13
	WINA-FM	37	95.3	.620	225	38.02	78.50
Crewe	WSVS-FM	84	104.7	14.0	450	37.20	76.17
Harrisonburg	WEMC	19	91.7	.010*	78*	38.47	78.88
	WSVA-FM	64	100.7	7.2	345	38.45	78.91
Lynchburg	WWOD-FM	61	100.1	.940	170	37.44	79.21
Martinsville	WMVA-FM	42	96.3	2.9	625	36.70	79.85
Newport News	WGH-FM	47	97.3	36.0	180	37.04	76.41
Norfolk	WFOS	13	90.5	.010*	75*	36.80	76.27
	WMTI	18	91.5	1.45	96	36.89	76.30
	WRVC	73	102.5	8.7	95	36.88	76.29
Richmond	WRVA-FM	33	94.5	25.0	460	37.51	77.50
	WCOD	51	98.1	34.0	430	37.58	77.49
	WRNL-FM	71	102.1	50.0	240	37.62	77.43
Roanoke	WDBJ-FM	35	94.9	14.5	1940	37.20	80.16
	WSLS-FM	56	99.1	10.5	1910	37.20	80.15
	WROV-FM	79	103.7	2.3	—20	37.27	79.97
Winchester	WRFL	23	92.5	13.4	1390	38.96	78.02

WASHINGTON

Cheney	KEWC-FM	10	89.9	.010*	62*	47.49	117.58
Seattle	KUOW	13	90.5	3.4	100	47.65	122.31
	KING-FM	51	98.1	15.0	410	47.63	122.35
	KISW	60	99.9	2.1	350	47.70	122.32
	KIRO-FM	64	100.7	4.5	470	47.40	122.44
Spokane	KREM-FM	25	92.9	4.8	720	47.62	117.37
Tacoma	KCP5	15	90.9	.070	90	47.16	122.52
	KTOY	19	91.7	3.5	450	47.25	122.45
	KTNT-FM	47	97.3	10.2	410	47.25	122.46

WEST VIRGINIA

Beckley	WJLS-FM	58	99.5	34.0	1050	37.59	81.11
Charleston	WKNA-FM	48	97.5	9.0	124.3	38.38	81.71
Huntington	WHTN-FM	63	100.5	53.0	560	38.39	82.47
Logan	WLOG-FM	77	103.3	2.1	725	37.86	81.98
Martinsburg	WEPM-FM	32	94.3	.810	170	39.46	77.84
Morgantown	WAJR-FM	57	99.3	1.0	10	39.62	79.95
Oak Hill	WOAY-FM	31	94.1	14.5	660	37.96	81.15
Parkersburg	WPAR-FM	93	106.5	8.9	280	39.29	81.53
Wheeling	WKWK-FM	47	97.3	16.0	470	40.10	80.70
	WWVA-FM	54	98.7	7.4	470	40.10	80.87

WISCONSIN

Appleton	WLFM	16	91.1	10.5	130	44.26	88.40
Chilton	WHKW	07	89.3	51.0	740	44.03	88.29
Colfax	WHWC	02	88.3	50.0	740	44.96	91.67

* Height above surrounding terrain.



LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
Delafield	WHAD	14	90.7	52.0	500	43.03	88.39
Eau Claire	WEAU-FM	31	94.1	60.0	360	44.83	91.45
Glendale	WFMR	43	96.5	24.5	35	43.13	87.91
Greenfield	WWCF	35	94.9	37.0	1300	43.43	89.22
Highland	WHHI	17	91.3	50.0	596	43.05	90.37
Highland Township	WHSB	10	89.9	38.0	450	46.47	91.57
Holmen	WHLA	12	90.3	39.0	840	43.95	91.13
Janesville	WCLO-FM	60	99.9	15.5	200	42.66	89.04
Madison	WHA-FM	04	88.7	22.0	185	43.08	89.40
	WISC-FM	51	98.1	1.0	105	43.02	89.40
	WMFM	81	104.1	7.5	80	43.09	89.35
Marshfield	WDLB-FM	80	103.9	.250	250	44.68	90.17
Merrill	WLIN	64	100.7	9.35	260	45.19	89.67
Racine	WRJN-FM	64	100.7	15.0	265	42.71	87.83
Rice Lake	WJMC-FM	42	96.3	26.0	540	45.51	91.77
	WHBL-FM	62	100.3	63.0	235	43.72	87.73
	WHRM	20	91.9	114.0	790	44.84	89.69
	WFHR-FM	77	103.3	2.1	360	44.42	89.83

**99.5 WBAI
FM**

**98.6 for the
listener
who is
slightly
above
normal**

2 East 61st Street
New York 21, N. Y.
TEmpleton 8-3355

For station listing see Page 1345

COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1958

ALABAMA

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Flomence	Muscle Shoals TV Cable Corp.	WBRC-TV, WABT (Birmingham) WSIX-TV (Nashville)
Fort Payne	City TV Co.	WBRC-TV, WABT (Birmingham)
Huntsville	TV Distribution System	WSM-TV, WSIX-TV (Nashville)
Russellville	Better TV Cable Co.	WBRC-TV, WABT (Birmingham) WSIX-TV (Nashville)
ARIZONA		
Ajo	Ajo TV Service Co., Inc.	KPHO-TV, KTVK, KOOL-TV (Phoenix) KVOA-TV (Tucson)
Bisbee	Nichol's Radio & TV Service	KOOL-TV, KVAR, KTVK (Phoenix)
Clifton	Clifton-Morenci Comm. TV Inc.	KTVK (Phoenix)
Douglas	Whitey's TV & Cable Co. Inc.	KVOA-TV, KOOL-TV, KGUN-TV (Tucson)
Flagstaff	Flagstaff TV & Cable Co.	KOOL-TV, KVAR, KTVK (Phoenix)
Holbrook	Winslow-Holbrook Comm. TV	KOOL-TV, KVAR, KTVK (Phoenix)
Miami	Antennavision Inc.	KOOL-TV, KVAR, KTVK (Phoenix)
Nogales	Clear-Vision TV	KOOL-TV, KVAR, KTVK (Phoenix)
Phoenix	Antennavision Inc.	KVOA-TV, KGUN-TV, KOOL-TV (Tucson)
Prescott	TV Services Inc.	KOOL-TV (Phoenix)
Ray-Sonora	Arizona Comm. TV Systems Inc.	KTVK, KOOL-TV, KPHO-TV, KVAR (Phoenix)
Safford	Antennavision Inc.	KPHO-TV, KOOL-TV, KVAR, KTVK (Phoenix)
San Manuel	Arizona Comm. TV Systems Inc.	KOOL-TV, KVAR, KTVK (Phoenix)
Williams	Whitey's TV Cable Co. Inc.	KOOL-TV, KVAR, KTVK, KPHO-TV (Phoenix)
Winslow	Winslow-Holbrook Comm. TV	KOOL-TV, KVAR, KTVK (Phoenix)

ARKANSAS

Batesville	Comm. Antenna Co.	WMCT, WREG-TV, WHBQ-TV (Memphis)
Fayetteville	Trans-Video Corp. of Ark.	KARK-TV, KTHV (Little Rock)
Harrison	Twin Lakes TV Corp.	KOTV, KVOO-TV, KTUL-TV (Tulsa)
Mena	TV Signal Service	KYTV, KTTS-TV (Springfield)
Rogers	KABO TV Cable System	KARK-TV (Little Rock)
Siloam Springs	Garrett Coaxial TV Towers	KARK-TV, KTVH (Little Rock)
		KCMC-TV (Texarkana)
		KATV (Pine Bluff)
		KOTV, KVOO-TV, KTUL-TV (Tulsa)
		KODE-TV, KOAM-TV (Pittsburgh-Joplin)
		KVOO-TV, KTUL-TV, KOTV (Tulsa)
		KOAM-TV (Pittsburg-Joplin)

CALIFORNIA

Auburn	Master Antenna Systems Inc.	KPIX, KRON-TV, KGO-TV (San Francisco)
Banning	Banning Comm. Corp.	KVOR (Stockton)
Barstow	TV Relay Systems Inc.	KBET-TV (Sacramento)
Beverly Hills	Comm. TV Reception Co.	KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV (Los Angeles)
Big Bear Lake	Master TV Dist. System	KNXT, KRCA, KABC-TV, KTLA, KTTV (Los Angeles)
Burbank	Comm. TV Reception Co. Inc.	KABC-TV, KCOP, KHJ-TV, KNXT, KRCA, KTLA, KTTV (Los Angeles)
Carmel	Alarm Corp.	KNXT, KABC-TV, KRCA, KTLA, KHJ-TV (Los Angeles)
Dunsmuir	Dunsmuir TV Co.	KRON-TV, KPIX, KGO-TV (San Francisco)
		KSBW-TV (Salinas)
		KBES-TV (Medford)
		KHSL-TV (Chico)

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

City	Firm Name	Stations
Eagle Mt. Mines	Standard Reception Co.	
Glendale	Kaiser Steel Corp.	
Grass Valley	Comm. Antenna Co. Inc.	KPIX, KRON-TV, KGO-TV (San Francisco)
Ione	Angier Appliance	
Jackson	Angier Appliance	
Laguna Beach	Tel-L-Clear Systems Inc.	KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV (Los Angeles)
Martel	Angier Electric & TV	
Martinez	TV Transmission Inc.	KGO-TV, KPIX, KRON-TV (San Francisco)
Monterey	LaMesa TV Co.	KRON-TV, KPIX, KGO-TV (San Francisco)
		KCRA-TV (Sacramento)
		KNTV (San Jose)
		KSBW-TV (Salinas)
		KOVR (Stockton)
		KEYT (Santa Barbara)
		KVEC-TV (San Luis Obispo)
Morro Bay	Jerry Martin TV Service	KRON-TV, KPIX, KGO-TV (San Francisco)
Nevada City	Comm. Antenna Co. Inc.	KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV (Los Angeles)
Palm Springs	Palm Springs Comm. TV Corp.	KRON-TV, KPIX, KGO-TV (San Francisco)
Placerville	El Dorado TV Eng. Corp.	KVOR (Stockton)
Sacramento	J. W. Brewer Co.	KBET-TV, KCCC-TV, KCRA-TV (Sacramento)
San Bernardino	Community TV	KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV (Los Angeles)
San Diego	Video Antenna Systems Inc.	KNXT, KRCA, KTTV, KCOP (Los Angeles)
		KFSD-TV, KFMB-TV (San Diego)
		XETV (Tijuana)
Santa Cruz	Pacific Telescription Sys.	KGO-TV, KPIX, KRON-TV (San Francisco)
Sausalito	Sausalito Community TV	
Taft	Kern Mutual Telephone Co.	KHJ-TV, KRCA, KTLA, KABC-TV, KNXT (Los Angeles)
Tujunga	Seven Hills Antenna Corp.	KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP (Los Angeles)
Ukiah	Spanish Mountain TV Corp.	KRON-TV, KPIX, KGO-TV (San Francisco)
Ventura	Avenue TV Coaxial Cable-Service	KHSL-TV (Chicago)
Victorville	Clearvision TV Service	KNXT, KRCA, KTLA, KABC, KABC-TV, KHJ-TV, KTTV, KCOP (Los Angeles)
		KTLA, KCOP, KTTV, KRCA, KNXT, KABC-TV, KHJ-TV (Los Angeles)

COLORADO

Alamosa	Comm. TV Systems of Colo.	KOAT-TV, KOB-TV, KGGM-TV (Albuquerque)
Antonito	Comm. TV Systems of Colo.	KOAT-TV, KOB-TV, KGGM-TV (Albuquerque)
Climax	Climax Molybdenum Co.	KOA-TV, KTVR, KBTB, KILZ-TV (Denver)
Durango	Durango TV Network Inc.	KOB-TV, KOAT-TV, KGGM-TV (Albuquerque)
Estes Park	Estes Park TV Co.	KTVR, KOA-TV, KILZ-TV, KBTB (Denver)
Glenwood Springs	Radio & TV Service	
La Jara	Comm. TV Systems of Colo.	KOB-TV, KOAT-TV, KGGM-TV (Albuquerque)
Leadville	Leadville Comm. TV Co.	
Monte Vista	Comm. TV Systems of Colo.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Salida	Comm. TV Systems of Colo.	KILZ-TV, KBTB, KOA-TV (Denver)
Sterling	Sterling Comm. TV Co.	KCSJ-TV (Pueblo)
Trinidad	Trinidad Comm. TV Co.	KOA-TV, KTVR, KILZ-TV, KBTB (Denver)
		KFBC-TV (Cheyenne)
		KRTV (Colorado Springs)
		KCSJ-TV (Pueblo)

FLORIDA

Key West	Key West Cable-Vision Inc.	WKLT, WTVJ (Miami)
Sarasota	City TV Antenna Network Inc.	CMQ-TV (Havana)
		WTVT, WFLA-TV (Tampa)
		WSUN-TV (St. Petersburg)

IDAHO

Avery	Nolan's TV Service	
Bonnars Ferry	TV Sales Inc.	KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Burke	Burke TV Cable	
Cottonwood	Master TV Service	KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Craigmont	Craigmont TV Cable Service	KLEW-TV (Lewiston)
		KHQ-TV, KXLY-TV, KREM-TV (Spokane)
Deary	Deary TV Co-op	
Elk River	Elk River TV Co.	KXLY-TV, KHQ-TV (Spokane)
Grangeville	Grangeville TV Service Inc.	KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Kamiah	Fleisher Electric & TV	KBOL (Boise)
Kellogg	Kellogg TV System Inc.	KID-TV (Idaho Falls)
Ketchum-Sun Valley	Wood River TV, Ketchum	KSL-TV (Salt Lake City)
		KLIX-TV (Twin Falls)

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

City	Firm Name	Stations
Lewiston	Pacific Northwest TV Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston)
Moscow	TV Cable Co.	
Mullan	Mullan TV Cable Service	
Orofino	Clearwater Cable TV	
Osborn	Televue Antenna Systems	
Pinehurst	Everett's Electric Corner	
Pinehurst	Pinehurst Co-op TV Inc.	
Pocatiello	Bannock TV Inc.	
Smelterville	E. & F. TV System	
Troy	Troy TV Co. Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston)
Twin Falls	Cable-Vision Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston) KID-TV (Idaho Falls) KBOI-TV, KIDO-TV (Boise) KLIX-TV (Twin Falls) KLEW-TV (Lewiston) KHQ-TV, KREM-TV, KXLY-TV (Spokane)
Weippe	General Sales & Service	
ILLINOIS		
Marengo	Marengo TV Inc.	
Peru	TV Transmission Co.	WBBM-TV, WNBQ, WGN-TV, WBKB (Chicago)
Taylorville	West End TV Assn. Co-op	WEEQ-TV (La Salle) WTVP (Decatur) KSD-TV (St. Louis) WCIA (Champaign) WTCS (Springfield)
INDIANA		
Cannelton	Channel Towers	WAVE-TV, WHAS-TV (Louisville)
IOWA		
Dubuque	Dubuque Jerrold Div., Bannock TV Inc.	KORG-TV, WMT-TV (Cedar Rapids) WOC-TV (Davenport) WHBF-TV (Rock Island) WREX-TV (Rockford) KWVL-TV (Waterloo) KGLO-TV (Mason City) KTIV (Sioux City) KELO-TV (Sioux Falls) WOC-TV (Davenport) WHBF-TV (Rock Island) KHQA-TV (Hannibal)
Estherville	Community TV Co.	
Ft. Madison	Iowa Video Inc.	
KANSAS		
Centralia	Johnstone Auto & Electric	
Liberal	TV Cable Inc.	
Onaga	Grim Radio & Electric	
KENTUCKY		
Alva	Black Star TV Assn.	WATE (Knoxville) WJHL-TV (Johnson City) WBTV (Charlotte) WBIR-TV, WATE (Knoxville) WJHL-TV (Johnson City) WATE (Knoxville) WSAZ-TV (Huntington) WATE (Knoxville) WSAZ-TV (Huntington) WSM-TV, WLAC-TV (Nashville) WLWT, WCPO-TV (Cincinnati) WLEX-TV (Lexington) WBIR-TV, WATE-TV (Knoxville) WJHL-TV (Bristol) WLOS-TV (Asheville) WLWT (Cincinnati) WLEX-TV (Lexington) WAVE-TV (Louisville) WHAS-TV, WAVE-TV (Louisville) WLEX-TV (Lexington)
Barbourville	Brown Radio TV Co.	
Benham	Benham Comm. TV Project	WBIR-TV, WATE-TV (Knoxville) WJHL-TV (Johnson City) WSAZ-TV (Huntington)
Brookside	Harlan Collieries Co.	
Burkesville	Cumberland TV	
Frankfort	Community Service Inc.	
Harlan	Harlan Comm. TV Inc.	
Irvine	Miller's Inc.	
Liberty	Liberty TV Co.	
Lynch	Union Supply Co.	
Manchester	Perfect TV Co.	
McDowell	Paintsville Appliance Co.	
Paducah	Midwest Video Corp.	
Paintsville	Paintsville TV Cable Corp.	
Pikeville	Valley TV Service Inc.	WCHS-TV (Charleston) WHTN-TV, WSAZ-TV (Huntington) WCHS-TV (Charleston) WHTN-TV, WSAZ-TV (Huntington) WATE-TV (Knoxville) WLOS-TV (Asheville) WJHL-TV (Johnson City)
Pineville	Paintsville Appliance Co.	

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

City	Firm Name	Stations
Pineville Prestonsburg	Pineville TV Flanery & Dingus TV Service	WCHS-TV (Charleston) WSAZ-TV, WHTN-TV (Huntington) WHTN-TV, WSAZ-TV (Huntington)
Wheelwright Whitesburg Winchester Yancey	Inland Stett Co. Salzer Radio & TV Co. Tele-Caption of Winchester Harlan Fuel Co.	
LOUISIANA		
Pineville	Alpine Community TV	KLFY-TV (Lafayette) KPLC-TV (Lake Charles) KNOE-TV (Monroe)
MAINE		
Dixfield Houlton	Rumford TV Services Corp. Houlton TV Inc.	WABI-TV, WTWQ (Bangor) CHJ-TV (St. John) WAGM-TV (Presque Isle)
MARYLAND		
Cumberland Friendsville Hancock Lonaconing	Potomac Valley TV Co. Inc. Yough TV Co. Inc. Community TV Inc. Jackson TV Co.	WRC-TV, WTTG, WMAL-TV, WTOP-TV, (Washington) WJAC-TV (Johnstown) KDKA-TV (Pittsburgh) WSTV-TV (Steubenville) WRC-TV, WMAL-TV, WTOP-TV (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh)
MASSACHUSETTS		
Athol Millers Falls North Adams Pittsfield Shelburne Falls	Mohawk Valley TV Inc. Millers Falls Antenna Corp. Telecable Inc. Pittsfield Community Antenna Shelburne Falls Comm. Antenna Service Inc.	WBZ-TV, WNAC-TV, WGBH-TV (Boston) WTIC-TV (Hartford) WNAC-TV, WBZ-TV (Boston) WNHC-TV (New Haven) WGBS-TV, WRCA-TV, WABD, WABC-TV, WPIX (New York) WRGB (Schenectady) WHUR-TV (Manchester) WBZ-TV, WNAC-TV, WHDH-TV (Boston)
MICHIGAN		
Caspian Houghton Iron Mountain Norway Potoskey	Caspian Comm. TV Corp. Northern Comm. System Inc. Northside TV Corp. City of Norway Great Lakes Comm. TV Inc.	WBAY-TV, WFRV-TV (Green Bay) WMBV-TV (Marinette) CFPA-TV (Port Arthur) WDSM-TV, KDAL-TV (Duluth) WDMJ-TV (Marquette) WFRV-TV (Green Bay) WMBV-TV (Marinette) WFRV-TV, WBAY-TV (Green Bay) WMBV-TV (Marinette) WBAY-TV (Green Bay) WMBV-TV (Marinette) WWTV (Cadillac) WPBN-TV (Traverse City)
MINNESOTA		
Benson Brainerd Ely Jackson Mankato Willmar	Community TV Inc. Brainerd Video Inc. Ely TV Cable Co. City of Jackson Minn. TV Signal Dist. Co. Willmar Video Inc.	WCCO-TV, KEYD-TV, KSTP-TV, WTCN-TV (Minneapolis) KDLO-TV (Florence) WCCO-TV, KSTP-TV, WTCN-TV, KMGM-TV, KTCA-TV (Minneapolis-St. Paul) KDAL-TV, WDSM-TV (Duluth) KDAL-TV, WDSM-TV (Duluth) KGLO-TV (Mason City) KTIV (Sioux City) KSTP-TV (St. Paul) KELO-TV (Sioux Falls) WCCO-TV, KSTP-TV, KMGM-TV, WTCN-TV, KTCA-TV (Minneapolis-St. Paul) KROC-TV (Rochester) KTCA, WCCO-TV, KMGM, KSTP-TV, (Minneapolis-St. Paul)
MISSISSIPPI		
Amory Cleveland Columbus Drew	Community Antenna Co. TV Cables Inc. Columbus TV Cable Corp. Delta Video Co.	WMCT, WREC-TV, WHBQ-TV (Memphis) WBRC-TV (Birmingham) WCBT-TV (Columbus) WMCT, WREC-TV, WHBQ-TV (Memphis) KTHV (Little Rock) KATV (Pine Bluff) WBRC-TV, WABT (Birmingham) WTOK-TV (Meridian) WTWV (Tupelo) WMCT, WHBQ-TV, WREC-TV (Memphis) KATV (Pine Bluff)

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Greenville	Delta Video Co.	KNOE-TV (Monroe) WLBT, WJTV (Jackson) KATV (Pine Bluff)
Greenwood	Community TV System Inc.	KARK-TV (Little Rock) WLBT, WJTV (Jackson) WMCT (Memphis)
Grenada	Grenada Video Inc.	WMCT, WREC-TV, WHBQ-TV (Memphis) WJTV, WLBT (Jackson)
Hattiesburg	Perfect Video Inc.	WLBT, WJTV (Jackson) WKRQ-TV (Mobile) WTOK-TV (Meridian)
Indianola	Crosby Home Appliance Co.	WDAM-TV (Hattiesburg) WJTV, WLBT (Jackson) KATV (Pine Bluff)
Tupelo	Tupelo Comm. Antenna Inc.	KNOE-TV (Monroe) WHBQ-TV, WMCT, WREC-TV (Memphis) WTWV (Tupelo)
MISSOURI		
West Plains	Community Cable Co.	KYTV, KTTS-TV (Springfield) WMCT (Memphis) KTVI (St. Louis)
MONTANA		
Big Timber	TV Cable Assn. Inc.	KOOK-TV, KGHl (Billings) KID-TV (Idaho Falls)
Bozeman	Bozeman Comm. TV Inc.	KFBB-TV (Great Falls) KXLF-TV (Butte) KID-TV (Idaho Falls)
Cut Bank	Highline Comm. Antenna Service	KFBB-TV (Great Falls) CJLH-TV (Lethbridge)
Havre	Havre Comm. TV Assn.	KXLY-TV (Spokane) CJLH-TV (Lethbridge)
Helena	Helena TV Inc.	KFBB-TV (Great Falls) KMSS-TV (Missoula) KXLF-TV (Butte)
Kalispell	Northwest Video Inc.	KXLY-TV, KREM-TV, KHQ-TV (Spokane) KMSS-TV (Missoula) KGEZ-TV (Kalispell)
Lewistown	Perfect TV Inc.	KOOK-TV, KGHl-TV (Billings) KFBB-TV (Great Falls)
Libby	Troy Video	KOOK-TV, KGHl-TV (Billings)
Livingston	Livingston Comm. Antenna Assn.	KID-TV (Idaho Falls) KXLF-TV (Butte) KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Missoula	Missoula TV Cable Co.	KMSS-TV (Missoula) KFBB-TV (Great Falls)
Shelby	Norwest Radio Laboratories	KHQ-TV, KXLY-TV, KREM-TV, (Spokane)
Whitefish	Big Mountain TV Inc.	
NEBRASKA		
Falls City	Falls City TV Dist. System	KFEQ-TV (St. Joseph) KMTV, WOW-TV (Omaha) WDAF-TV, KCMO-TV (Kansas City) KOA-TV, KIZ-TV, KBTU (Denver)
Kimball	Kimball Comm. TV Co.	
Scottsbluff	Pioneer Radio TV Inc.	KFBC-TV (Cheyenne)
Sidney	Sidney Community TV Co.	KOA-TV, KIZ-TV, KBTU (Denver) KFBC-TV (Cheyenne)
NEVADA		
Elko	TV Transmission Inc.	KSL-TV, KTVT, KUTV (Salt Lake City)
Reno	Community Antenna Co. Inc.	KPIX (San Francisco) KOVR (Stockton) KCRA-TV (Sacramento)
Sparks	Community Antenna Co. Inc.	
Tonopah	Tonopah TV Inc.	KRON-TV (San Francisco)
NEW HAMPSHIRE		
Berlin	Paper City TV Cable Corp.	WNAC-TV (Boston) WMTW (Mt. Washington) WCAX-TV (Burlington) WCSH-TV, WGAN-TV (Portland) CHLT-TV (Sherbrooke)
Claremont	Bellows Falls Cable Corp.	WCSH-TV, WGAN-TV (Portland)
Colebrook	Colebrook Cable TV Inc.	WMTW (Mt. Washington) WGBH-TV, WBZ-TV, WNAC-TV, WHDH-TV (Boston)
Keene	Better TV Inc.	WMTW (Mt. Washington) WMUR-TV (Manchester) WRLP (Greenfield) WGBH-TV, WBZ-TV, WNAC-TV, WHDH-TV (Boston)
Laconia	Community TV Corp.	WBZ-TV, WNAC-TV (Boston)
Lebanon	Twin State TV Inc.	WCAX-TV (Burlington) WMUR-TV (Manchester) WMTW (Mt. Washington)
Newport	Krans Dept. Store	

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NEW JERSEY

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Ventnor	South Jersey TV Cable Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WPIX (New York)

NEW MEXICO

Aztec	Aztec Community TV Inc.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Baynard	Nichols TV Service	KGUN-TV (Tucson) KRQD-TV (El Paso)
Clovis	Midwest Video Corp.	KFDA-TV, KGNC-TV (Amarillo) KCBD-TV, KDUB-TV (Lubbock) KSWs-TV (Roswell)
Farmington	Farmington Comm. TV Inc.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Grants	Tele-Grants Inc.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Hobbs	Hobbs TV Co.	KCBD-TV, KDUB-TV (Lubbock) KMID-TV (Midland) KSWs-TV (Roswell) KOSA-TV (Odessa)
Lovington	Lovington Antenna Co.	KDUB-TV, KCBD-TV (Lubbock) KSWs-TV (Roswell) KOSA-TV (Odessa)
Raton	A. R. F. Products, Inc.	KKTV (Colorado Springs)
Ruidoso	Ruidoso TV Service	KSWs-TV (Roswell) KRQD-TV (El Paso) KOAT-TV (Albuquerque)
Silver City	Antennavision of Silver City	KOOL-TV, KVAR, KTVK (Phoenix)
Tucumcari	Tucumcari TV Co.	KGNC-TV, KFDA-TV (Amarillo) KICA-TV (Clovis) KOAT-TV (Albuquerque)

NEW YORK

Bainbridge	Bainbridge TV Service	WBNF-TV, WINR-TV (Binghamton) WSYR-TV, WHEN-TV (Syracuse) WNBP-TV (Scranton)
Canisteo	Canisteo TV Inc.	WKTV (Utica)
Cooperstown	Cooperstown Video Co.	WHEN-TV (Syracuse) WRGB (Schenectady) WSYR-TV (Syracuse)
Corning	Corning Community TV Corp.	WBNF-TV (Binghamton) WBEN-TV (Buffalo) WROC-TV (Rochester)
Corning	Comm. Enter. Signal System	WGR-TV, WBEN-TV (Buffalo) WBNF-TV (Binghamton) WROC-TV (Rochester) WHEN-TV (Syracuse) WSYE-TV (Elmira)
Dorseyville	Steuben TV Antenna System Inc.	WNBP-TV (Scranton)
Delhi	Delhi Video Inc.	WROC-TV (Rochester) WINE-TV, WBNF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse) WNBP-TV (Scranton)
Ellenville	Ulster County Trans-Video	WABC-TV, WABD, WCBS-TV, WOR-TV (Same as above)
Ellenville	Westwood Video Inc.	WABC-TV, WABD, WCBS-TV, WOR-TV (Same as above)
Elmira	Elmira Video Inc.	SYR-TV, WHEN-TV (Syracuse) WBEN-TV (Buffalo) WROC-TV (Rochester) WBNF-TV, WINR-TV (Binghamton) WNBP-TV, WDAU-TV (Scranton) WSYE (Elmira)
Gibson	Fribley's Radio Service	WROC-TV, WHEC-TV, WVET-TV (Rochester)
Hornell	Hornell TV Service Inc.	WBEN-TV, WGR-TV (Buffalo) WBNF-TV (Binghamton) WSYR-TV, WHEN-TV (Syracuse)
Hornell	Ford Walton TV Co.	WBNF-TV (Binghamton)
Horseheads	Chemung Valley TV	WHEN-TV, WSYR-TV (Syracuse)
Ithaca	Ceracche TV Corp.	WHEC-TV, WVET-TV, WROC-TV (Rochester) WNBP-TV (Scranton)
Liberty	Liberty Video Corp.	WRGB (Schenectady)
Margaretville	Tel-Viz System	
Montour Falls	Montour Falls Master TV Antenna Corp.	

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<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Napanoch	Napanoch TV Service Club	WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WATV, WPIX (New York)
Norwich	Norwich Video Inc.	HEN-TV, WSYR-TV (Syracuse) WKTU (Utica) WNEB-TV, WINR-TV (Binghamton) WNEP-TV (Scranton)
Olean	Olean TV Cable Co.	WBEN-TV, WGR-TV, WBUF (Buffalo) WROC-TV (Rochester)
Oneonta	Oneonta Video Inc.	WICU (Eric) WRGB (Schenectady) WSYR-TV, WHEN-TV (Syracuse) WNEB-TV (Binghamton) WKTU (Utica)
Port Jervis Walton	Tel-Co TV Sales & Service Walton Comm. Antenna System	WCBS-TV (New York) WSYR-TV (Syracuse) WNEB-TV (Binghamton) WSYR-TV, WHEN-TV (Syracuse)
Watertown Watkins Glen Woodbridge	C & H TV Service Inc. Master TV Woodridge Wired TV Co.	WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX, WATV (New York)

OHIO

Athens	TV Cable Co.	WLWC, WBNS-TV, WTVN-TV (Columbus)
Benton	Wired TV Transmission System	
Cambridge	TV Cable System Inc.	LWC, WBNS-TV, WTVN-TV (Columbus)
Coshocton	Tower Antennas Inc.	JW-TV, WEWS (Cleveland) LWC (Columbus) KYW-TV, WEWS (Cleveland)
Newcomerstown	Newcomerstown TV Cable System	WBNS-TV (Columbus) WEWS, KYW-TV, WJW-TV (Cleveland) WJW-TV, WEWS, KYW-TV (Cleveland) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
New Philadelphia Sugarcreek	TV Antenna System Inc. Tower Antennas Inc.	
Waverly	Pike County Antenna System	

OKLAHOMA

Ardmore	Vumore Co.	KWTU (Oklahoma City) WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls) KTEN (Ada) WKY-TV, KWTU (Oklahoma City) KGEO-TV (Enid) KFDA-TV, KGNC-TV (Amarillo) WKY-TV, KWTU (Oklahoma City) KFDX-TV, KSYD-TV (Wichita Falls) KSWO-TV (Lawton)
Elk City	Community TV	
Gnymon Hobart	Guymon TV Vumore Co.	

OREGON

Albany	Albany TV Dist. Corp.	KEPR-TV (Pasco)
Arlington	Arlington TV Co-op	KOIN-TV, KGW-TV (Portland)
Astoria	Clatsop TV Co.	KING-TV, KOMO-TV (Seattle) KTVW (Tacoma) KOIN-TV, KGW-TV (Portland) KREM-TV, KXLY-TV, KHQ-TV (Spokane) KB01-TV (Boise) KOIN-TV, KPTV, KGW-TV (Portland)
Baker	Eastern Oregon TV Inc.	
Bates	Scott's Furniture	
Bend	Bend TV Cable Inc.	
Burns	Burns-Hines TV Inc.	
Condon	Condon TV Co-op	
Coos Bay	Bay TV Inc.	
Cequille	Community Cable TV	
DeLake	Lincoln TV System Inc.	
Elgin	Elgin Electric	
Enterprise	Enterprise TV Service Co. Inc.	
Eugene	Abar TV Cable Co.	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KVAL-TV (Eugene) KONN-TV, KPTV, KGW-TV (Portland)
Eugene	Carlson, Hatton Hay Inc.	
Fossil	Fossil Community TV Inc.	
Heppner	Heppner TV Inc.	
Hood River	Hood River Cable TV System	
Imbler	Imbler TV Assn.	
Ione	Ione-Banana Valley TV System	
Ione	Ione City TV Co-op	
John Day	John Day Canyon City Cable Co.	
John Day	Scott's Furniture	
Kinzua	Kinzua Pine Mills System	
Klamath Falls	City TV Inc.	

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City	Firm Name	Stations
La Grande	Eastern Oregon TV Inc.	KREM-TV, KXLY-TV, KHG-TV (Spokane)
Lebanon	Lebanon Comm. TV Co-op	
Lebanon	Lebanon TV Dist. Co.	
Lexington	Lexington TV Corp.	KOIN-TV, KGW-TV, KPTV (Portland)
Madras	Rowan's TV-Radio Service	KOIN-TV, KGW-TV, KPTV (Portland)
Mill City	Santiam TV Cable	
Mitchell	Mitchell Community TV	
Myrtle Point	TV Systems Inc.	
Newport	Magee TV Co.	KOIN-TV (Portland)
Oakridge	Northwest Antenna Cable	KBES-TV (Medford)
Pendleton	Pendleton Comm. TV System	KVAL-TV (Eugene)
Pilot Rock	Pilot Rock TV Corp.	KOIN-TV, KPTV, KGW-TV (Portland)
Portland	Trans-Video Co. of Oregon	KVAL-TV (Eugene)
Prineville	Prineville Comm. TV Inc.	KOIN-TV (Portland)
Reedsport	Cable TV Corp.	KHQT-TV, KXLY-TV, KREM-TV (Spokane)
Roseburg	Umpqua Radio & TV Inc.	KEPR-TV (Pasco)
Seaside	Dynamic TV	KXLY-TV (Spokane)
Seaside	Seaside TV Service Co. Inc.	KOIN-TV, KPTV, KGW-TV (Portland)
Sheridan	Stuck Electric Co.	KOIN-TV, KPTV, KGW-TV (Portland)
The Dalles	The Dalles TV Co.	KOIN-TV, KGW-TV (Portland)
Tillamook	Radio Sound Service	KPIO (Roseburg)
Toledo	Muc's TV & Electronics	KBES-TV (Medford)
Union	Eastern Oregon TV Inc.	KVAL-TV (Eugene)
Warm Springs	Warm Springs Cable System	KOIN-TV, KPTV, KGW-TV (Portland)
Wheeler	Pricketts Radio & TV	KOIN-TV, KGW-TV (Portland)
Yachats	Yachats Community TV System	KING-TV (Seattle)
		KOIN-TV, KGW-TV (Portland)
		KVAL-TV (Eugene)

PENNSYLVANIA

Ashland	Ashland Video Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia)
Avis	Charles TV Cable System	WGAL-TV (Lancaster)
Bangor	Clar-O-View Comm. TV Inc.	WJAC-TV (Johnstown)
Bellefonte	Central Penna. Corp.	WFBG-TV (Altoona)
Berwick	Cable TV Co.	WBRE-TV, WILK-TV (Wilkes-Barre)
Bethlehem	Service Electric TV Cable Co.	WDAU-TV (Scranton)
Blairs Mills	E. B. Kling & Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia)
Bloomsburg	Municipal TV Corp.	WPIX, WOR-TV (New York)
Blossburg	Williamson Road TV Co.	WJAC-TV (Johnstown)
Bradford	Bradford TV Cable Co.	WFBG-TV (Altoona)
Bradford	Parkway Antenna Co.	WGAL-TV (Lancaster)
Brandonville	Community TV Assn.	WBRE-TV (Wilkes-Barre)
Brookton	Schuylkill Valley Trans Video Corp.	WBPZ-TV (Lock Haven)
Brockway	Brockway TV Inc.	WCAU-TV, WRCV-TV, WFIL-TV (Philadelphia)
		WPIX (New York)
		WBNF-TV (Binghamton)
		WFIL-TV, WCAU-TV, WRCV-TV (Philadelphia)
		WPIX, WOR-TV, WABC-TV (New York)
		WVUE (Wilmington)
		WRCV-TV, WCAU-TV, WFIL-TV (Philadelphia)
		WVUE (Wilmington)
		WGAL-TV (Lancaster)
		WDAU-TV (Scranton)
		WBNF-TV (Binghamton)
		WBEN-TV (Buffalo)
		WSYE-TV (Elmira)
		WBEN-TV, WGR-TV, WBUF (Buffalo)
		WJAC-TV (Johnstown)
		WICU-TV (Erie)
		WRCV-TV, WCAU-TV, WFIL-TV (Philadelphia)
		WPFH (Wilmington)
		KDKA-TV (Pittsburgh)
		WJAC-TV (Johnstown)
		WFBG-TV (Altoona)

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<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Buck Hill Falls Carlisle Clarendon	Buck Hill Falls TV Co. Mathew's Inc. Clarendon TV Assoc.	WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WEWS (Cleveland) WICU-TV (Erie)
Clearfield	Clearfield TV Inc.	WJAC-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh)
Conemaugh	Apex TV & Radio Service Inc.	WJAC-TV, WARD-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh)
Coudersport	Coudersport TV Cable Co.	WSTV-TV (Steubenville) WGR-TV, WBEN-TV (Buffalo) WJAC-TV (Johnstown)
Danville	Service Electric Co.	WFBG-TV (Altoona) WFIL-TV (Philadelphia) WDAU-TV (Scranton) WBRE-TV, WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster)
Easton	Clear-Pic Electronics Inc.	WPIX, WABD (New York) WRCV-TV, WFIL-TV (Philadelphia) WCBS-TV, WRCA-TV, WABD, WABC-TV WOR-TV, WPIX (New York)
Elizabethville	Elizabethville TV Corp.	WGAL-TV (Lancaster) WFBG-TV (Altoona) WTPA, WCMB-TV (Harrisburg) WFIL-TV (Philadelphia)
Elkland	Elkland Electric Co. Inc.	WBEN-TV (Buffalo) WSVE-TV (Elmira) WNBF-TV (Binghamton)
Everett	Everett TV Corp.	KDKA-TV (Pittsburgh) WTTG (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona) WSVA-TV (Harrisburg)
Franklin Galeton	Coaxial Cable Co. Galeton TV Antenna Inc.	WICU-TV (Erie) WBEN-TV (Buffalo) WNBF-TV (Binghamton) WSYE (Elmira)
Hamburg	Hamburg Tire Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WLBK-TV (Lebanon)
Harrisburg	Perfect TV Inc.	WMAR-TV, WBAL-TV (Baltimore) WFIL-TV (Philadelphia) WGAL-TV (Lancaster) WHP-TV (Harrisburg)
Leaknoton	Mountain City TV Co.	WCBS-TV, WRCA-TV, WABD, WABC-TV, WGR-TV (New York) WFIL-TV (Philadelphia)
Herndon Honesdale	Pike's Peak TV Assn. Honesdale TV Service	WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX, WATV (New York) WNBF-TV (Binghamton)
Howard	Mill Hall Cable Co. Inc.	WFBG-TV (Altoona) WJAC-TV (Johnstown) WGAL-TV (Lancaster) WBRS-TV, WILK-TV (Wilkes-Barre) WNBF-TV (Binghamton)
Isabella Jersey Shore	Community Antenna Co. Hardt's Video Service	WILK-TV, WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WGAL-TV (Lancaster) WDAU-TV, WNEP-TV (Scranton)
Johnsonburg	Johnsonburg Comm. TV Inc.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WBEN-TV (Buffalo) KDKA-TV (Pittsburgh) WEWS (Cleveland)
Kingston	Teleservice Co.	WRCV-TV, WFIL-TV (Philadelphia) WCBS-TV, WABD, WPIX (New York) WDAU-TV (Scranton)
Lansford	Panther Valley TV Co. Inc.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX, WOR-TV (New York) WDAU-TV (Scranton)
Lehighton	Lehigh Trans-Video Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX (New York) WVUE (Wilmington)

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Lewiston	Pennwire TV Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WGAL-TV (Lancaster) WRCV-TV (Philadelphia) WTPA (Harrisburg)
Lock Haven	Susquehanna Valley TV Corp.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
Lykens	Lykens TV Extension Co., Inc.	WBRE-TV, WILK-TV (Wilkes-Barre) WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WGAL-TV (Lancaster)
Mahanoy City	Service Electric Co.	WVUE (Wilmington) WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX, WOR-TV (New York)
Mahanoy City	City TV Corp.	WBRE-TV, WILK-TV (Wilkes-Barre) WVUE (Wilmington) WDAU-TV, WNEP-TV (Scranton) WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia)
Mansfield	Tyco TV Co.	WVUE (Wilmington) WGAL-TV (Lancaster) WNEF-TV (Binghamton)
Meadville	Meadville Master Antenna	WBEN-TV (Buffalo) WSYE-TV (Elmira) WEWS (Cleveland)
Meyersdale	Kirchner TV Co.	WTCU-TV, WSEE (Erie) KDKA-TV (Pittsburgh)
Millersburg	Millersburg TV Co.	WFML-TV (Youngstown) KDKA-TV (Pittsburgh) WJAC-TV (Johnstown) WSTV-TV (Steubenville)
Minersville	Minersville Trans-Video Corp.	WMAR-TV (Baltimore) WGAL-TV (Lancaster) WFIL-TV, WRCV-TV (Philadelphia) WHP-TV (Harrisburg)
Montgomery	Montgomery Video Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WGAL-TV (Lancaster) WVUE (Wilmington)
Mt. Union	Mt. Union Antenna Co. Inc.	WHP-TV (Harrisburg) WNEF-TV (Binghamton) WGAL-TV (Lancaster) WBRE-TV, WILK-TV (Wilkes-Barre)
Muncy	Muncy TV Corp.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WTTG (Washington)
Nesquehoning	Nesquehoning Electronics	WBRE-TV, WILK-TV (Wilkes-Barre) WNEF-TV (Binghamton) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Newport	Newport TV Co.	WPIX, WOR-TV (New York) WCAU-TV, WFIL-TV, WRCV-TV (Philadelphia) WDAU-TV (Scranton)
Oil City	TV Cable Co.	WMAR-TV (Baltimore) WTPA (Harrisburg) WGAL-TV (Lancaster) WFBG-TV (Altoona)
Palmerton	Palmerton TV Signal Corp.	KDKA-TV (Pittsburgh) WJAC-TV (Johnstown) WKBN-TV (Youngstown, Erie) WTCU-TV (Erie)
Pine Grove	Pine Grove TV Cable Service	WABC-TV, WATV, WPIX, WOR-TV (New York) WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington)
Plymouth	Hawley TV Service Co.	WRCV-TV, WFIL-TV, WCAU-TV, WHYY-TV (Philadelphia) WGAL-TV (Lancaster) WSBA-TV (York)
Port Allegany	Dealers Repair Service	WVUE (Wilmington) WHP-TV (Harrisburg) WBRE-TV (Wilkes-Barre) WNEP-TV, WDAU-TV (Scranton)
Pottsville	Pottsville Trans-Video Corp.	WJAC-TV (Johnstown) WGR-TV, WBEN-TV (Buffalo) WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WPIX (New York)

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Pottsville	Wire Tele-View Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX (New York) WVUE (Wilmington)
Renovo	Greater Renovo TV Corp.	WNBF-TV (Binghamton) WFBG-TV (Altoona) WBRE-TV (Wilkes-Barre)
Ridgway	Ridgway TV Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh) WICU-TV (Erie)
Salona	Salona Mutual TV Cable Assn.	
Schuylkill Haven	Schuylkill Haven Trans-Video	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster)
Schuylkill Haven	S. L. TV Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia)
Selinsgrove	River TV Co.	WFBG-TV (Altoona) WBRE-TV, WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Shamokin	Eastern Penna. Relay Station	WRCV-TV, WFIL-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Shamokin	TV Extension Corp.	WRCV-TV, WFIL-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Sheffield	South Side TV Assn.	KDKA-TV (Pittsburgh) WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WFBG-TV (Altoona) WICU-TV (Erie)
Shenandoah	Shen-Heights TV Assoc. Inc.	WCAU-TV, WFIL-TV, WRCV-TV (Philadelphia) WILK-TV (Wilkes-Barre) WNEP-TV (Scranton)
Shickshinny	Shickshinny TV Corp.	
Slatington	Kern's Electric & TV Antenna	WFIL-TV, WCAU-TV (Philadelphia) WPIX (New York) WVUE (Wilmington)
Smithport	Palmer Electric Co.	WBEN-TV, WGR-TV (Buffalo) WROC-TV (Rochester) WJAC-TV (Johnstown) WFBG-TV (Altoona)
Snowshoe	Snowshoe TV Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
South Renovo	South Renovo TV Assn.	WJAC-TV (Johnstown) WNBF-TV (Binghamton)
St. Clair	St. Clair TV Corp.	WFIL-TV, WCAU-TV, WRCV-TV (Philadelphia) WPIX (New York) WVUE (Wilmington)
St. Mary's State College	St. Mary's TV Co. State College TV Cable Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WBPZ-TV (Lock Haven)
Steelton	Better TV Co.	
Stroudsburg	Pocono TV Relay Inc.	WCBS-TV, WRCA-TV, WABD, WPIX (New York) WFIL-TV (Philadelphia) WBRE-TV, WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster) WFBG-TV (Altoona) WDAU-TV, WNEP-TV (Scranton)
Sunbury	B. K. P. TV Systems Inc.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WJAC-TV (Johnstown) WICU-TV, WSEE (Erie) WBEN-TV (Buffalo) KDKA-TV (Pittsburgh) WFMJ-TV (Youngstown) WEWS (Cleveland)
Tamaqua	Tamaqua TV Inc.	WBEN-TV, WGR-TV, WBUF (Buffalo) WJAC-TV (Johnstown) WICU-TV (Erie)
Titusville	Titusville Cable Co.	
Warren	Warren TV Corp.	
Warren Warren	Warren County TV Assn. West Side TV Corp.	

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Wellsboro	West End TV Cable System	WNBF-TV (Binghamton) WSYR-TV (Syracuse)
Westfield	Westfield Comm. Antenna Assn.	WBEN-TV (Buffalo) WNBF-TV (Binghamton) WBEN-TV (Buffalo) WYSE (Elmira)
Wilkes-Barre	Teleservice Co.	WRCV-TV, WFIL-TV (Philadelphia)
Williamsport	Cole TV	WCBS-TV, WPIX, WABD (New York) WILK-TV, WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WGAL-TV (Lancaster) WNBF-TV (Binghamton) WDAU-TV (Scranton)
Williamsport	Lycoming TV Cable Corp.	WILK-TV, WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WNBF-TV (Binghamton) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Williamsport	West Branch TV Services Inc.	WBRE-TV, WILK-TV (Wilkes-Barre) WFBG-TV (Altoona) WNBF-TV (Binghamton) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Williamsport	Williamsport TV Cable Corp.	WNBF-TV (Binghamton) WFBG-TV (Altoona) WILK-TV, WBRE-TV (Wilkes-Barre) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Youngsville	Youngsville TV Corp.	WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WICU-TV (Erie)

SOUTH DAKOTA

Chamberlain	Missouri Valley TV Co. Inc.	KTIV, KVTY (Sioux City) KELO-TV (Sioux Falls) KDLO-TV (Florence)
Deadwood	Western TV Inc.	KPLO-TV (Reliance) KDLO-TV (Florence) KPLO-TV (Reliance) KDIX-TV (Dickinson)
Lead	Western TV System Inc.	KFYR-TV (Bismarck) KOTA-TV (Rapid City) KDIX-TV (Dickinson) KFYR-TV (Bismarck) KDLO-TV (Florence)
Mitchell	Palace Trans-Video Co.	KELO-TV (Sioux Falls) KTIV & KVTY (Sioux City)

TENNESSEE

Blountville	J. W. Adams Co.	WBTV (Charlotte) WJHL-TV (Johnson City)
Copperhill Erwin	E. R. Lewis TV System C & M TV Cable Co.	WATE (Knoxville) WAGB-TV, WLWA (Atlanta) WBTV (Charlotte) WATE-TV (Knoxville) WJHL-TV (Johnson City) WVYB-TV (Bristol) WLOS-TV (Asheville) WBTV (Charlotte) WLOS-TV (Asheville) WATE (Knoxville) WBTV (Charlotte) WLOS-TV (Asheville) WATE (Knoxville) WCYB-TV (Bristol) WJHL-TV (Johnson City)
Johnson City	Huntsman TV Cable Co.	
Kingsport	TV Cable Corp.	

TEXAS

Albany Brady	King Appliance Co. TV Enterprises Ltd.	KTBC-TV (Austin) KRBC-TV (Abilene) KCTV (San Angelo) KRLD-TV (Dallas) WBAP-TV (Ft. Worth) WBAP-TV (Ft. Worth) KRLD-TV (Dallas) KFDX-TV & KSYD-TV (Wichita Falls) KRBC-TV (Abilene) KRLD-TV & WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KRBC-TV (Abilene)
Breckenridge	Breckenridge TV Dist. Co.	
Brownwood	Brownwood TV Cable Service Inc.	
Bryan Canadian	Midwest Video Inc. TV Cable Service	KWTV (Oklahoma City) - KGEO-TV (Enid) KGNC-TV (Amarillo)

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Childress	Vumore Co.	KFDX-TV & KSYD-TV (Wichita Falls) KDUB-TV (Lubbock)
Del Rio	Del Rio TV Cable Corp.	KONO-TV, WOAI-TV & KENS-TV (San Antonio)
Denison	Better TV Inc.	WBAP-TV & KFJZ-TV (Ft. Worth) KRLD-TV WFAA-TV (Dallas) KTEN (Ada)
Gatesville	Cable-Vision	WBAP-TV (Ft. Worth) KTBC-TV (Austin) WFAA-TV (Dallas) KWTX-TV (Waco) KCEN (Temple)
Graham	TV Distributing Co.	WBAP-TV KFJZ-TV (Ft. Worth) KRLD-TV & WFAA-TV (Dallas) KFDX-TV & KSYD-TV (Wichita Falls) WFAA-TV KRLD-TV (Dallas) KTRE-TV (Lufkin)
Jacksonville	TV Cable Service Inc.	
Madisonville	Madisonville Cable Corp.	
Marfa	Marfa TV Cable Inc.	KROD-TV (El Paso) KOSA-TV (Odessa)
Matador	T.V. Signal Service Co.	KFDX-TV (Wichita Falls) KDUB-TV & KCBD-TV (Lubbock)
Memphis	Master Antenna Service	KGNC-TV & KFDA-TV (Amarillo) KDUB-TV (Lubbock) KFDX-TV (Wichita Falls)
Mineral Wells	Community Aerial System	KRLD-TV & WFAA-TV (Dallas) WBAP-TV & KFJZ-TV (Ft. Worth) KFDX-TV (Wichita Falls) KCTV (St. Angelo) WOAI-TV (San Antonio) KMID-TV (Midland)
Ozona	Ozona TV System	KFDX-TV (Wichita Falls) KDUB-TV & KCBD-TV (Lubbock) KLTV (Tyler)
Paducah	TV Signal Service Co.	WBAP-TV (Ft. Worth) KRLD-TV & WFAA-TV (Dallas) KTRE-TV (Lufkin)
Palestine	Clearview Cable Corp.	
Paris	Mid-West Video Corp.	
Sherman	Tele-Vue Products Co.	KRLD-TV & WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KCTV (San Angelo) KENS-TV & WOAI-TV (San Antonio) KMID-TV (Midland)
Sonora	Sonora TV Service Inc.	KRLD-TV & WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KLTV (Tyler)
Southur Springs	TV Cable System	KENS-TV, KONO-TV & WOAI-TV (San Antonio) KROD-TV (El Paso)
Uvalde	Uvalde TV Cable Corp.	
Van Horn	Van Horn Cable Co.	
Victoria	Tele-Tenna Corp. of Victoria	
Wellington	Vumore Co.	KGNC-TV & KFDA-TV (Amarillo) KFDEX-TV & KSYD-TV (Wichita Falls)
UTAH		
Helper	Helper Community TV Inc.	
Price	Vetere Perfect TV Inc.	KSL-TV, KTVT & KUTV (Salt Lake City) KUTV, KTVT & KSL-TV (Salt Lake City)
Richfield	Seyvier TV Cable	
Salt Lake City	Seyvier TV Signal Distribution Co.	
Sunnyside	Price Trading Co.	KSL-TV, KTVT & KUTV (Salt Lake City)
Vernal	Basin TV Inc.	
VERMONT		
Barre	Vermont TV Inc.	WRGB (Schenectady) WPTZ (Plattsburgh) WMTW (Mt. Washington) WCAX-TV (Burlington) CBMT (Montreal)
Bellows Falls	Bellow Falls Cable Corp.	WBZ-TV, WNAC-TV & WHDH-TV (Boston)
Brattleboro	Brattleboro TV Inc.	WBZ-TV, WRGH-TV, WHDH-TV & WNAC-TV (Boston) WMUR-TV (Manchester) WTIC-TV (Hartford) WMTW (Mt. Washington) WRLP (Greenfield)
Burlington	Green Mt. TV Corp.	WRGB (Schenectady) WMTW (Mt. Washington) WCAX-TV (Burlington) CBMT & CBFT (Montreal)
Ludlow	Okemo Vue Inc.	WBZ-TV & WNAC-TV (Boston) WMUR-TV (Manchester)
Montpelier	Montpelier Community TV Inc.	WMTW (Mt. Washington) WRGB (Schenectady) WCAX-TV (Burlington)



COMMUNITY TELEVISION ANTENNA SYSTEMS



City	Firm Name	Stations
Northfield	Trans-Video	WRGB (Schenectady) WCAX-TV (Burlington)
Springfield	Young's Community TV Corp.	WMTW (Mt. Washington) WBZ-TV & WNAC-TV (Boston) WRGB (Schenectady) WMUR-TV (Manchester)
Springfield	Windsor Community Antenna Corp.	WCAX-TV (Burlington) WBZ-TV & WNAC-TV (Boston) WMUR-TV (Manchester) WCAX-TV (Burlington) WMTW (Mt. Washington)
Springfield St. Johnsbury	John T. Thurber Inc. St. Johnsbury Community TV Corp.	WCSH-TV & WGAN-TV (Portland) WMTW (Mt. Washington)
Windsor	Windsor Community Antenna Corp.	WBZ-TV & WNAC-TV (Boston) WMUR-TV (Manchester) WCAX-TV (Burlington)
Woodstock	Woodstock TV Inc.	WMTW (Mt. Washington) WBZ-TV (Boston) WRGB (Schenectady) WMTW (Mt. Washington)

VIRGINIA

Appalachia	Paintsville Appliance Co.	WJHL-TV (Johnson City) WLOS-TV (Asheville) WCYB-TV (Bristol)
Grundy	Grundy TV Co.	WSAZ-TV (Huntington) WJHL-TV (Johnson City) WOAY-TV (Oak Hill)
Harrisonburg	Harrisonburg Trans-Video Corp.	WTTG, WMAL-TV & WTOP-TV (Washington) WXEX-TV (Petersburg) WSVA-TV (Harrisonburg) WTVR (Richmond)
Staunton	Staunton Video Corp.	WTVR (Richmond) WTTG & WTOP-TV (Washington) WSVA-TV (Harrisonburg) WXEX-TV (Petersburg)

WASHINGTON

Aberdeen	Harbor TV Corp.	KOMO-TV & KING-TV (Seattle) KTNT-TV & KTVW (Tacoma)
Bellingham	Telecable Inc.	KOMO-TV & KING-TV (Seattle) KTNT-TV (Tacoma)
Chehalis	KELA-TV Inc.	KING-TV & KOMO-TV (Seattle) KTNT-TV (Tacoma)
Chehan	Chehan Antenna Service	KXLY-TV, KREM-TV & WHQ-TV (Spokane)
Cle Elum Colville	Cascassa Bros. Colville Video Inc.	KREM-TV, KHQ-TV & KXLY-TV (Spokane)
Connell	Connell TV Co.	KREM-TV, KXLY-TV & KHQ-TV (Spokane)
Coulee Dam	TV Assoc. of Coulee Dam	KEPR-TV (Pasco) KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Dayton	Touchet Valley TV Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane)
Ellensburg	Ellensburg Jerrold TV Cable Corp.	KING-TV & KOMO-TV (Seattle) KXLY-TV (Spokane)
Ephrata	Empire TV Inc.	KIMA-TV (Yakima) KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Everett	TV Cable Inc.	KBAS-TV (Ephrata) KOMO-TV, KIRO-TV & KING-TV (Seattle) KTNT-TV & KTVW (Tacoma)
Goldendale Kennewick	Goldendale TV Cable Inc. Columbia TV Service Co.	KVOS-TV (Bellingham) KOIN-TV, KPTV & KGW-TV (Portland) KREM-TV, KXLY-TV & KHQ-TV (Spokane)
Lind	Lind TV Service Inc.	KEPR-TV (Pasco) KTRX (Kennewick)
Moses Lake	Moses Lake TV, Inc.	KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Omak-Okanogan- Tonasket Pomeroy	Okanogan Valley TV Cable Co. Christensen-Rauch Co.	KHQ-TV, KREM-TV & KXLY-TV (Spokane)
Quincy	Quincy Valley TV Assn.	KBAS-TV (Ephrata) KXLY-TV, KHQ-TV & KREM-TV (Spokane)

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Raymond Republle	Powell's Radio & TV TV Assoc. of Republic	KING-TV, KIRO-TV — KOMO-TV (Seattle) KHQ-TV, KREM-TV & KXLY-TV (Spokane)
Richland	Richland TV Cable Corp.	KREM-TV, KHQ-TV & KXLY-TV (Spokane)
Seattle Seattle Sedro-Wooley	Holert Electronic Inc. Master TV Antenna Systems Malone Music Co.	KING-TV, KOMO-TV, KTNT-TV & KTVW (Seattle-Tacoma)
Soap Lake	Soap Lake TV Inc.	KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Starbuck Sunnyside Walla Walla	Starbuck Community Antenna System Harrie's TV Blue Mts. TV Cable Corp.	KBAS-TV (Ephrata)
Washtuena Waterville Wenatchee	Snyder Electric Co. Clements TV Consolidated TV Cable Corp.	KIMA-TV (Yakima) KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Wilsoncreek Wishram	S & S Electronics Wishram TV	KXLY-TV, KHQ-TV, KREM-TV (Spokane) KHQ-TV, KREM-TV & KXLY-TV (Spokane)
WEST VIRGINIA		
Amberstdale Bluefield	Durfee's Inc. Bluefield TV Cable Corp.	KOIN-TV, KPTV & KGW-TV (Portland)
Burnsville	Marlindon Cable Co.	WCHS-TV (Charleston) WSLS-TV (Roanoke)
Charlton Heights Chesapeake Clarksburg	Jack Knight Chesapeake Water & Light Co. Clarksburg TV Cable Corp.	WJHL-TV (Johnson City) WDBJ-TV & WSLS-TV (Roanoke) WOAY-TV (Oak Hill)
Coalwood	Olga Coal Co.	WTRE-TV (Wheeling) KDKA-TV (Pittsburgh)
East Gulf Elkins	C. H. Mend Coal Co. Tygart Valley Cable Corp.	WSTV-TV (Steubenville) WSAZ-TV (Huntington)
Fairmont	Fairmont TV Cable Co.	WSLS-TV (Roanoke) WCHS-TV (Charleston)
Follansbee Glendale	Alco Radio & Supply Glen-Tenna	KDKA-TV (Pittsburgh) WTRE-TV (Wheeling)
Grafton Hinton	Bennett Refrigerator Co. Hinton TV Corp.	WSTV-TV (Steubenville)
Keyser	Keyser TV Co. Inc.	WDBJ-TV & WSLS-TV (Roanoke) WOAY-TV (Oak Hill)
Logan	Durfee's Inc.	WHIS-TV (Bluefield) WTOP-TV & WMAL-TV (Washington)
Lost Creek Man	Lost Creek TV Co. Durfee's Inc.	WJAC-TV (Johnstown) WSAZ-TV & WHTN-TV (Huntington)
Morgantown	Community Cable Co.	WCHS-TV (Charleston) WOAY-TV (Oak Hill)
Moundsville	Clear TV Inc.	WSAZ-TV & WHTN-TV (Huntington) WCHS-TV (Charleston)
Mullens	Mullens TV Cable Service	WDKA-TV (Pittsburgh) WJAC-TV (Johnstown)
New Martinsville	TV Cable Inc.	WTRE-TV (Wheeling) WSTV-TV (Steubenville)
Petersburg Phillippi Piedmont	Oates TV Inc. Phillippi Community TV Upper Potomac TV Co. Inc.	WSTV-TV (Steubenville) WHIS-TV (Bluefield) WCHS-TV (Charleston) WOAY-TV (Oak Hill) WSAZ-TV (Huntington)
Prenter Rainelle	Red Parrot Coal Co. Rainell TV Corp.	KDKA-TV (Pittsburgh) WTRE-TV (Wheeling) WSTV-TV (Steubenville)
		WRC-TV, WTTG, WTOP-TV & WMAL-TV (Washington) WJAC-TV (Johnstown)
		WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

City	Firm Name	Stations
Richwood	Richwood TV Co. Inc.	WSAZ-TV & WHTN-TV (Huntington)
Ronceverte	Ronceverte TV Corp.	WCHS-TV (Charleston)
Rowlesburg	Community Cable Co. Inc.	WSLS-TV & WDBJ-TV (Roanoke)
Spencer	T. J. Arnold Appliance Co.	WOAY-TV (Oak Hill)
War	TV Antenna Service Inc.	WHIS-TV (Bluefield)
Webster Springs	Webster TV	KDKA-TV (Pittsburgh)
Weirton	Weirton TV Cable Corp.	WTRF-TV (Wheeling)
Welch	Welch Antenna Co.	WSTV-TV (Steubenville)
Weston	Weston TV Cable Corp.	WSAZ-TV (Huntington)
Wheeling	Wheeling Antenna Co.	WCHS-TV (Charleston)
Whitesville	Whitesville Radio & Refrigeration Service	WSAZ-TV & WHTN-TV (Huntington)
Williamson	Williamson TV Corp.	WHIS-TV (Bluefield)
WISCONSIN		WCHS-TV (Charleston)
Niagara	Niagara Community TV Co-op	WOAY-TV (Oak Hill)
Rhineland	Rhineland TV Cable Corp.	WTRF-TV (Wheeling)
Rice Lake	Rice Lake Radio Co.	WCHS-TV (Charleston)
Wausau	Wisconsin Community Antenna Inc.	WHTN-TV (Huntington)
WYOMING		KDKA-TV (Pittsburgh)
Basin	Western TV Corp.	WSTV-TV (Steubenville)
Casper	Community TV System of Wisconsin	WTRF-TV (Wheeling)
Cody	Cody Community TV Corp.	WSAZ-TV (Huntington)
Cokesville	Cokesville Radio & Electric Co.	WCHS-TV (Charleston)
Greybull	Western TV Corp.	WOAY-TV (Oak Hill)
Jackson	Jackson Community TV System	WSAZ-TV & WHTN-TV (Huntington)
Kemmerer	Kem-Tev Corp.	WCHS-TV (Charleston)
Laramie	Laramie Community TV Co.	WOAY-TV (Oak Hill)
Mountain View	Uinta Signal Co.	WSAZ-TV & WHTN-TV (Huntington)
Pine Bluffs	Pine Bluffs Community TV System	WCHS-TV (Charleston)
Rawlins	Rawlins Community TV Co.	WOAY-TV (Oak Hill)
Rock Springs	Sweetwater TV Co.	WSAZ-TV & WHTN-TV (Huntington)
Sheridan	Clouds Peak Radio & TV Corp.	WCHS-TV (Charleston)
Tensleep	Bighorn Radio & TV	WOAY-TV (Oak Hill)
Thermopolls	Thermopolls Bestg. TV Co.	WSAZ-TV & WHTN-TV (Huntington)
Thermopolls	Thermopolls TV Co.	WCHS-TV (Charleston)
Worland	Western TV Corp.	WOAY-TV (Oak Hill)
ALASKA		WSAZ-TV & WHTN-TV (Huntington)
Ketchikan	Ketchikan Alaska TV Inc.	WCHS-TV (Charleston)

“EMMY” WINNERS—1957

BEST SINGLE PROGRAM OF THE YEAR

"The Comedian" on "Playhouse 90"

BEST DRAMATIC SERIES WITH CONTINUING CHARACTERS

"Gunsmoke"

BEST DRAMATIC ANTHOLOGY SERIES

"Playhouse 90"

BEST COMEDY SERIES

"The Phil Silvers Show"

BEST MUSICAL, VARIETY, AUDIENCE PARTICIPATION OR QUIZ SERIES

Dinah Shore on "The Chevy Show"

BEST PUBLIC SERVICE PROGRAM OR SERIES

"Omnibus"

BEST NEW PROGRAM SERIES OF THE YEAR

"Seven Lively Arts"

ACTOR—Best Single Performance (Lead or Support)
Peter Ustinov on "Life of Samuel Johnson," "Omnibus"

ACTRESS—Best Single Performance (Lead or Support)
Polly Bergen on "Helen Morgan Story," "Playhouse 90"

ACTOR—Best Continuing Performance by an Actor in a Leading Role

In a Dramatic or Comedy Series
Robert Young on "Father Knows Best"

ACTRESS—Best Continuing Performance by an Actress in a Leading Role

In a Dramatic or Comedy Series
Jane Wyatt on "Father Knows Best"

SUPPORTING ACTOR—Best Continuing Supporting Performance

In a Dramatic or Comedy Series
Carl Reiner on "Caesar's Hour"

SUPPORTING ACTRESS—Best Continuing Supporting Performance

In a Dramatic or Comedy Series
Ann B. Davis on "The Bob Cummings Show"

BEST CONTINUING PERFORMANCE (MALE) IN A SERIES BY A COMEDIAN, SINGER, HOST, DANCER, M. C., ANNOUNCER, NARRATOR, PANELIST, OR ANY PERSON WHO ESSENTIALLY PLAYS HIMSELF

Jack Benny on "The Jack Benny Show"

BEST CONTINUING PERFORMANCE (FEMALE) IN A SERIES BY A COMEDIENNE, SINGER, HOST, DANCER, M. C., ANNOUNCER, NARRATOR, PANELIST, OR ANY PERSON WHO ESSENTIALLY PLAYS HERSELF

Dinah Shore on "The Chevy Show"

BEST NEWS COMMENTARY

Edward R. Murrow for "See It Now"—CBS-TV

BEST MUSICAL CONTRIBUTION FOR TELEVISION

Leonard Bernstein for "Omnibus"

BEST TELEPLAY WRITING (HALF HOUR OR LESS)

Paul Monash for "The Lonely Wizard," "Schlitz Playhouse"

BEST TELEPLAY WRITING (ONE HOUR OR MORE)

Rod Serling for "The Comedian," "Playhouse 90"

BEST COMEDY WRITING

"Phil Silvers"—Hiken, Friedberg, Sharp, Ryan, Jacoby, Rosen, Zelinka, Russell, Webster

BEST DIRECTION (HALF HOUR OR LESS)

Robert Stevens, "Alfred Hitchcock Presents," "The Glass Eye"



1957 "EMMY" WINNERS



- BEST DIRECTION (ONE HOUR OR MORE)**
Bob Banner, Dinah Shore, "The Chevy Show"
- BEST COVERAGE OF AN UNSCHEDULED NEWSWORTHY EVENT**
Feb., '57, Riker's Island Crash, "World News Roundup"—CBS
- BEST ART DIRECTION**
Rouben Ter-Arutunian, "12th Night," "Hallmark Hall of Fame"
- BEST CINEMATOGRAPHY FOR TELEVISION**
Harold E. Wellman, "Hemo The Magnificent," Bell Telephone Science Series
- BEST LIVE CAMERA WORK**
"Playhouse 90"—CBS-TV
- BEST ENGINEERING OR TECHNICAL ACHIEVEMENT**
"Wide, Wide World," Engineering, Camera, NBC
- BEST EDITING OF A FILM FOR TELEVISION**
Mike Pozen for "How To Kill A Woman"—"Gunsmoke"

LOS ANGELES STATION AWARDS

- BEST LOCAL ENTERTAINMENT PROGRAM**
"Golden Voyage," Jack Douglas—KCOP
- BEST DOCUMENTARY OR EDUCATION PROGRAMS**
"Harvest"—Dr. Frank Baxter—KRCA
- BEST NEWS PROGRAM**
Clete Roberts—"Special Report"—KNXT
- BEST SPORTS PROGRAM**
Gil Stratton—"Sports Show"—KNXT
- BEST CHILDREN'S PROGRAM**
"Faith Of Our Children"—KRCA
- MOST OUTSTANDING MALE PERSONALITY**
Clete Roberts—KNXT
- MOST OUTSTANDING FEMALE PERSONALITY**
Miyoshi Umeki—KNXT
- BEST LOCAL STATION PRODUCTION SEEN ALSO OUTSIDE LOS ANGELES**
"I Search For Adventure"—Jack Douglas—KCOP
- SPECIAL STATION ACHIEVEMENT AWARDS**
KTLA and KTTV

NEW YORK AREA STATION AWARDS

- MOST OUTSTANDING LIVE LOCAL PROGRAM**
"Sunrise Semester"—WCBS-TV
- BEST DOCUMENTARY OR EDUCATIONAL PROGRAM**
"Sunrise Semester"—WCBS-TV
- BEST NEWS PROGRAM**
"The Late News"—Ron Cochran—WCBS-TV
- BEST CHILDREN'S OR TEEN AGE PROGRAM**
"Shariland"—Shari Lewis—WRCA-TV
- MOST OUTSTANDING MALE PERSONALITY**
Prof. Floyd Zulli, Jr.—WCBS-TV
- MOST OUTSTANDING FEMALE PERSONALITY**
Shari Lewis—WRCA-TV
- SPECIAL STATION ACHIEVEMENT AWARDS**
WCBS-TV and WPIX

FOR ALL LINES OF BUSINESS — COMMERCIAL SERVICE

Because some failures are attributed to a combination of apparent causes, the totals of these columns exceed the totals of the corresponding columns on the left.

- Experience not well rounded in sales, finance, purchasing, and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.

HOW TO APPLY FOR AN FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.



Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.



The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for AM stations.



Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night. There

is no separate classification for AM operation by educational stations.



To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.



An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)



An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This

application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications for new broadcast stations are twice reported by the Commission—when first tendered, and, again, when accepted for filing. Such an application is not acted upon until at least 30 days after public notice is given of its acceptance.

*

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

*

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications.

*

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

*

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

*

The law requires that, in general, final decision on noncontested applications be rendered within three months from the

date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

*

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

*

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 60 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

*

Competing applications for the same facility are not considered if filed more than 10 days after public notice designating the prior application or applications for hearing.

*

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, ex-

amine witnesses and rule upon the admission of evidence.

✧

Pre-hearing conferences are held both prior to and after an exchange of exhibits by the parties. The latter takes place at least 20 days in advance of the hearing date, the second pre-hearing conference is held at least 10 days before the hearing commences.

✧

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

✧

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

✧

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission. Court appeals can be taken within 30 days following announcement of the commission decision.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial con-

struction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

✧

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Application for Renewal of Broadcast Station License."

✧

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

✧

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

✧

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is **pro forma** or technical in nature; i.e., where no substantial changes in interest occur.

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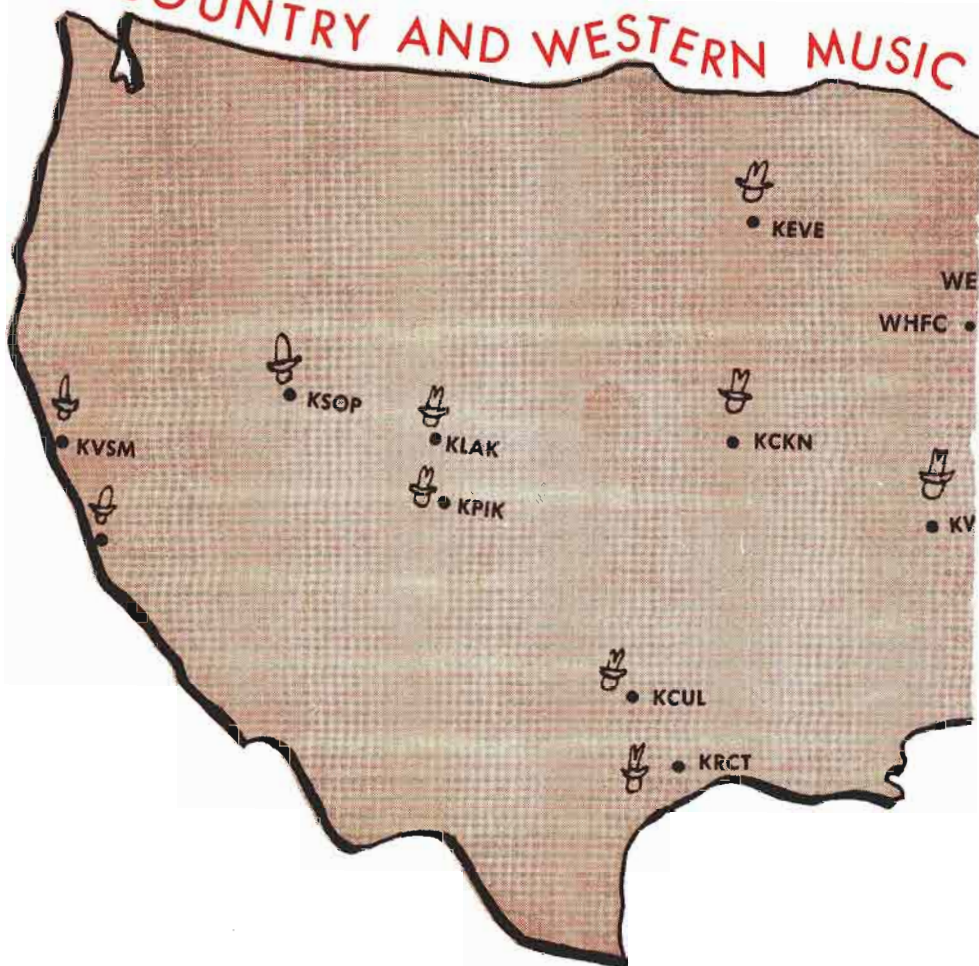
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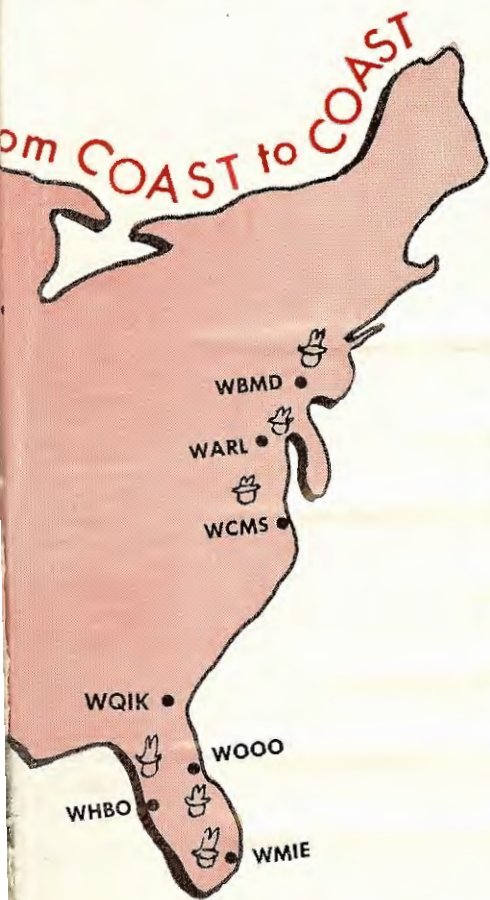
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